SOCIAL MEDIA ANALYTICS & DESIGN, MINOR

CURRICULUM GUIDE

GPA REQUIREMENT

Minor GPA: 2.0 or higher

MINOR REQUIREMENTS

- Students must complete at least 6 credit hours in their minor from SRU
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits.

Code	Title	Hours
Required Courses (18 credits)		
COMM 235	Introduction to Digital Design	3
or COMM 248	Web & Media Production	
COMM 307	Social Media	3
COMM 407	Social Media Network Analytics	3
ECON 219	Business Analytics I	3
or MGMT 219	Business Analytics I	
or STAT 152	Elementary Statistics	
ECON 319	Business Analytics II	3
or MGMT 319	Business Analytics II	
MKTG 334	Advertising Management	3
Total Hours		**18**

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University*.

PASSHE - Pennsylvania State System of Higher Education Institutions

MINOR IN SOCIAL MEDIA ANALYTICS AND DESIGN (13G)
This program is effective as of Summer 2026
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