

STRATEGIC COMMUNICATION AND MEDIA, MINOR

The Minor in Strategic Communication and Media gives students access to courses in communication theory, strategic communication, and media production. It is the perfect complement to other Slippery Rock University programs of study. Students majoring in sports management, park and resource management, and business are just some of those who find a second home in the Department of Strategic Communication and Media.

To access Minor Requirements, please view the Curriculum Guide tab.

RELATED LINKS

Strategic Communication and Media, Minor Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-studies/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

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 Communication Courses		
COMM 110	Communication Concepts ¹	3
Required Communication Diversity Course		
Select one of the following:		3
COMM 217	Intercultural Communication	
COMM 405	Global Media	
Required Research Course		
Select one of the following:		3
COMM 310	Communication Research Methods ¹	
HIST 205	The Historian's Craft	
HLTH 406	Program Planning and Evaluation	
MRKT 430	Marketing Research	
POLS 310	Research Methods	
PSYC 232	Psychological Science II: Statistical Applications	
SEFE 370	Educational Measurements, Assessment and Evaluation	
SOWK 318	Research Methods	
SPMT 499	Sport Management Research Methods	
Electives		

Communication Elective (300 or 400 level)	3
Communication Elective (any level)	3
Communication Elective (any level)	3
Total Hours	18

¹ Must have a "C" or better in this course.

* 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 STRATEGIC COMMUNICATION & MEDIA (13C)

This program is effective as of Summer 2022

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UCC: 3.1.22