

SOCIAL MEDIA MINOR 2021-2022 Requirements

<u>SOCIAL MEDIA MINOR</u>			18 credits
COMM	110	Mass Media Literacy	3 credits
MULT	220	Writing for Multimedia and the Web	3 credits
PRAD	306	Social Media Practices	3 credits
PRAD	453	Social Media Crisis & Strategic Communications	3 credits
PRAD	463	Social Media Analytics & SEO	3 credits
PRAD	473	Social Media Campaigns	3 credits

*Students cannot transfer in more than 9 credits toward the minor requirements.

*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.