This minor exposes students to core Pathways learning outcomes and knowledge about how strategic communication works in multiple non-communication industries such as business, sciences, and engineering. Some courses listed on this checklist have prerequisites, please consult the University Course Catalog, or check with your adviser.

I. FOUNDATIONAL PATHWAYS COURSES (12 hours)

Choose 1: COMM 1016* Communication Skills (Pre: COMM 1015) (3 credits) or COMM 2004* Public Speaking (3 credits) (Core Outcome: Discourse; Integrated Outcome: Ethical Reasoning)
PR 2044* Principles of Public Relations (3 credits)
(Core Outcome: Reasoning in the Social Sciences; Integrated Outcome: Ethical Reasoning)
AHRM 1014* Design and Art for Consumers (3 credits)
(Core Outcome: Critique and Practice in Design and the Arts; Integrated Outcome: Intercultural and Global Awareness)
ACIS 1004* Accounting Foundations (3 credits)
(Core Outcome: Quantitative and Computational Reasoning; Integrated Outcome: Ethical Reasoning)

II. UPPER LEVEL COURSES IN MINOR (Choose one of the following)

CMST 3064 Persuasion (Pre: COMM 1014) (3 credits)
CMST 3124 Professional Communication (Pre: COMM 1016 or COMM 2004) (3 credits)
COMM 4024 Communication Law (Pre: Senior standing) (3 credits)
PR 3014 Public Relations Cases (Pre: PR 2044) (3 credits)
PR 3324 Corporate Communication (Pre: Junior standing) (3 credits)
PR 3334 Corporate Social Responsibility (Pre: PR 2044) (3 credits)
PR 4164 Public Relations Administration (Pre: PR 2044) (3 credits)
PR 4364 Issue Management in Public Relations (Pre: Junior standing) (3 credits)

III. COMMUNICATION CAPSTONE (Required of all minors)

COMM 4404 Capstone Topics in Strategic Communication (Pre: Junior standing) (3 credits)

TOTAL HOURS REQUIRED: 18 semester hours

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*ACIS 2115 may be substituted for ACIS 1004. ACIS 2115 is not approved to satisfy Pathways to General Education areas.

* Courses indicated with an asterisk are Pathways to General Education courses. If completing this minor to satisfy Pathways General Education requirements, please reference the core and/or integrated outcome(s) satisfied by the course during the selection of courses for the completion of this minor.

GPA REQUIREMENT: A GPA of 2.0 or higher is required in the minor. The GPA is based on all courses a student has completed in the strategic communication minor.