

VISUAL COMMUNICATION AND SOCIAL MEDIA (MINOR)

The minor in Visual Communication and Social Media enables students to refine their skills in creating, analyzing, and deploying visual communication. Students will be challenged to think critically about the capacity for visual communication to transcend traditional modes, such as written and verbal communication, while carefully considering how to effectively align the mode of communication with message and audience. Particular emphasis is given to the intersection of visual communication with the fields of marketing and advertising.

Students will have the opportunity to:

1. Demonstrate command of various visual communication tools and social media platforms.
2. Describe potential risks and benefits of social media, as well as the importance of netiquette, digital footprint, and digital citizenship.
3. Identify and predict emerging trends in social media by assessing the attributes of past and current communication technologies.
4. Apply knowledge of visual and social media across their field of study.

Minor Requirements

Code	Title	Credits
COMM 504	Web Development I	4
COMM 601	Trends in Digital and Social Media	4
COMM 615	Advanced Visual Communication	4
MKTG 520	Social Media Marketing	4
MKTG 620	Digital Advertising	4
Total Credits		20