

MINOR IN STRATEGIC COMMUNICATION (5 Courses)

Notes:

- *Courses in the minor may also be used to fulfill General Education (Gen. Ed.) requirements (see notation following course title). Depending on a student's major some Gen. Eds. may already be fulfilled.*
- *A minimum of three (3) course-credits (12 semester hours) in the minor must be completed at Framingham State University to meet the residency requirement.*

Three (3) required courses:

_____	COMM 375	Strategic Communication
_____	COMM 297	Communication and Social Media
_____	COMM 231	Advertising Techniques
_____	<u>or</u> COMM 275	Public Relations

Choose one (1) of the following courses:

ENGL 280	Persuasive Writing
ENGL 282	Creative Writing (Gen. Ed. I-A)
ENGL 286	Professional Writing
ENGL 311	Writing About Science
ENGL 335	Feature Writing
ENGL 338	Grant Writing
ENGL 377	Writing for Online and Social Media

Choose one (1) of the following courses:

MRKT 181	Marketing Principles
MRKT 218	Personal Branding and Business Etiquette (Gen. Ed. I-A)
MRKT 240	Consumer Behavior
MRKT 301	Brand Management
MRKT 308	Digital and Social Media Marketing
MRKT 310	Marketing Research
MRKT 313	Advertising and Promotions
MRKT 480	Strategic Marketing
MGMT 215	Legal Environment of Business
MGMT 280	Organizational Behavior
MGMT 308	Managing Across Cultures