

STRATEGIC COMMUNICATION AND SOCIAL MEDIA (MINOR)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Strategic Communication and Social Media

Unit: College of Arts and Sciences (AS) (<http://www.louisville.edu/a-s/>)

Department: Communication (<http://louisville.edu/communication/>)

Academic Plan Code(s): SCSMMINOR

The minor in Strategic Communication and Social Media is designed to complement undergraduate programs of study across the university from engineering and business to education and public health. Students who complete the minor will become more effective at interacting with publics about issues concerning their chosen field of study, an essential skill in today's information society.

Admission to the minor in Strategic Communication and Social Media requires completion of COMM 201 with a grade of C or better and a minimum cumulative GPA of 2.0.

Program Requirements

Code	Title	Hours
COMM 201	Introduction to Communication Studies - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	3
COMM 342	Introduction to Strategic Communication	3
COMM 344	Strategic Communication Writing - WR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
COMM 346	Strategic Media Management	3
COMM 445	Strategic Communication Campaigns - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Minimum Total Hours		18

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.