

Strategic Social Media

Minor Contact

- Aaron Hawley (aaron.hawley@mail.wvu.edu)

Minor Code - U124

Students in colleges and units outside of the College of Media may earn a minor in strategic social media by completing the following courses and meeting the requirements as stated below. The strategic social media minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the strategic social media minor are offered exclusively online and some may require summer enrollment. Note that additional online course fees apply.

To earn a minor in strategic social media, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor and have 9 distinct credit hours in the minor not shared with other degree requirements. However, College of Media MDS students must earn a C- in every course in the minor and all 15 credit hours must be distinct to the minor and not shared with other degree requirements.

Code	Title	Hours
MDIA 101	Media and Society	3
Select 1 of the following:		3
ADV 201	Advertising and Society	
ADV 215	Principles of Advertising	
PR 215	Introduction to Public Relations	
JRL 432	Social Media Strategy	3
JRL 433	Social Media Applications	3
JRL 434	Social Media Campaigns	3
Total Hours		15