

Professional Media Minor (PROM)

Students pursuing a minor in Professional Media will focus their study on applied uses of media in professional environments. Understanding the theoretical foundations for using particular messaging, students will complete the minor with a portfolio of work including press releases, professional social media posts, and digitally edited video that are representative of the possibilities they may be using in the professional world.

Program Contact: Professor Susan Dummer

Department: Professional Media

Type: Minor

Core Courses 18 hours

Total 18

Core Courses

Item #	Title	Credit Hour(s)
COMM215	Introduction to Media Studies	3
COMM265	Communication Practicum	1-3
COMM325	Human Communication and Technology	3
COMM345	Emergent Media	3
COMM315	Advertising	3
COMM415	Public Relations	3
Total credits:		18