



CURRICULUM GUIDE 2021-2022*

SOCIAL MEDIA ENGAGEMENT MINOR

SCHOOL OF COMMUNICATION & JOURNALISM
EASTERN ILLINOIS UNIVERSITY

Comprised of courses in the Journalism curriculum, the Social Media Engagement minor provides students a foundation for using social media platforms to research, publish and engage with audiences in numerous contexts.

TOTAL HOURS FOR MINOR: 16 HRS

REQUIRED COURSEWORK

JOU 2001G - Journalism & Democracy

JOU 2101 - Writing for News Media

*Pre-req: grade of "B" or better in
ENG 1001G or a grade of "C" in
both ENG 1001G and ENG 1002G*

JOU 3002 - Introduction to Multimedia Journalism

Pre-req: JOU 2101 and JOU 2950

JOU 3401 - Journalism Practicum

*Pre-req: JOU 2001G and a grade
of "C" or better in JOU 2101*

JOU 3750 - Social Media Engagement

REQUIRED: COMPLETE ONE OF THE FOLLOWING

CMN 3980 - Strategic Social Media Communication

DGT 4814 - Digital Media Strategy

JOU 3703 - Online Journalism

Pre-req: JOU 2950 and JOU 3002

JOU 3950A - Special Topics I

Pre-req: JOU 2001

SCHOOL OF COMMUNICATION & JOURNALISM

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2021-2022. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

