

# VISUAL COMMUNICATION AND SOCIAL MEDIA MINOR

<https://cps.unh.edu/online/program/minor/visual-communication-social-media>

## Description

The minor in Visual Communication and Social Media enables students to refine their skills in creating, analyzing, and deploying visual communication. Students will be challenged to think critically about the capacity for visual communication to transcend traditional modes, such as written and verbal communication, while carefully considering how to effectively align the mode of communication with message and audience. Particular emphasis is given to the intersection of visual communication with the fields of marketing and advertising.

Note: This minor may not be declared with the following major: B.S. Professional Communication: Visual Communication & Social Media.

## Requirements

All minor courses must be completed with a minimum grade of C-, and a 2.0 grade point average must be maintained in courses for the minor. Two courses must be at the upper level (600 or 700). Only 8 credits may overlap between major and minor.

## Minor Requirements

Code	Title	Credits
COM 504	Web Development I	4
COM 670	Advanced Visual Communication	4
COM 680	Trends in Digital and Social Media	4
MKT 600	Social Media Marketing	4
MKT 720	Digital Advertising	4
Total Credits		20

## Student Learning Outcomes

### Program Learning Outcomes

#### Students will have the opportunity to:

- Develop the ability to lead and manage in the public interest.
- Participate in, and contribute to, the policy process.
- Articulate, apply, and advance a public service perspective.