School of Communication, Media & Journalism  
College of Humanities and Social Sciences  
Kean University  

Declaration of Minor  

SOCIAL MEDIA  
(41043) Effective Spring 2016  

Student ID_________________________email___________________________  

Name____________________________Date_____________________________  

Address_________________________Phone_____________________________  

City_____________________________Zip______________________________  

Current Academic Major__________________________________________  

Minor Requirements – Social Media (18 credits)  

The minor in Social Media is a total of 18 credit hours. There are three required courses. Students can select among the list below for their two final courses.  

1. Required course: (3 credits)  
   _______COMM 3533 Social Media  

2. Select two classes from the following list:  
   _______COMM 2503 Mass Media – (3)  
   _______COMM 2920 Introduction to Journalism – (3)  
   _______COMM 3660 Public Relations – (3)  

3. Students will select three courses from the following list: (9 credits) **  
   _______COMM 2403 Production Foundation – (3)  
   _______COMM 3917 Sports Writing – (3)  
   _______COMM 3920 Specialty Writing for the Web – (3)  
   _______COMM 3675 Media Advertising – (3)  
   _______COMM 3915 Feature Writing – (3)  
   _______COMM 4620 Public Relations Writing – (3)  
   _______COMM 3003 Media Journalism – (3)  
   _______COMM 3503 Media Criticism – (3)  
   _______COMM 3910 Advanced Journalism – (3)  
   _______COMM 2503 Mass Media – (3)*  
   _______COMM 2920 Introduction to Journalism – (3)*  
   _______COMM 3660 Public Relations – (3)*  

*Courses may not be repeated if taken in section 2.  
**Additional Communication 3000/4000 level courses may be substituted with faculty advisement.  
***Student majoring in Communication may not declare a Social Media minor