

MINOR IN CONTENT CREATION

The Content Creation minor gives students a strong foundation in social media production and strategic practice. It builds skills in branding, visual communication, communication strategy, and audience engagement. Students gain hands-on experience producing audio, video, photography, and graphic design projects.

The curriculum combines two required courses in visual communication and social media management with additional credits in media production, writing, storytelling, and strategic communication. Flexible electives let students tailor the minor to their interests. Students finish the program with a polished portfolio that supports career development in digital media.

Journalism and Media Communication majors are not allowed to enroll in this minor.

Learning Objectives

Upon successful completion of this minor, students will be able to:

1. Analyze platform data to understand audience behavior and guide content decisions.
2. Create digital media products that apply sound techniques in video, audio, photography, or web storytelling.
3. Develop social media plans that match platform norms with clear communication goals.
4. Apply branding principles to shape consistent messaging across digital channels.
5. Evaluate ethical and legal considerations that influence content production and social media practice.

Requirements Effective Spring 2027

Additional coursework may be required due to prerequisites.

Students must satisfactorily complete the total credits required for the minor. Minors and interdisciplinary minors require 12 or more upper-division (300- to 400-level) credits.

Journalism and Media Communication majors are not allowed to enroll in this minor.

Code	Title	Credits
Required Courses:		
JTC 211	Visual Communication	3
JTC 340	Video Editing	3
JTC 374	Social Media Management	3
Focus Area Electives:		12
JTC 335	Photography	
JTC 341	TV News Writing, Reporting and Producing	
JTC 345	Video Production	
JTC 347	Audio Production	
JTC 348	Producing Podcasts	
JTC 350	Public Relations and Advertising	
JTC 351	Writing for PR and Advertising	
JTC 357	Persuasion in Strategic Communication	

JTC 371	Publications Design and Production
JTC 375	Media Analytics and Social Listening
JTC 386	Communication Practicum
JTC 417	Data Visualization Design
JTC 422	Entrepreneurial Journalism
JTC 427	Motion Graphics Design
JTC 451	Integrated Communication Campaigns
JTC 490	Workshop
LB 386E	Practicum: Arts Production
SPCM 360	The Personal Lens – Making Media

Program Total Credits: 21