

MINOR IN CONTENT CREATION

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