

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.