

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.

Students will have the opportunity to:

1. Demonstrate command of various visual communication tools and social media platforms.
2. Describe potential risks and benefits of social media, as well as the importance of netiquette, digital footprint, and digital citizenship.
3. Identify and predict emerging trends in social media by assessing the attributes of past and current communication technologies.
4. Apply knowledge of visual and social media across their field of study.

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 one overlap is allowed 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