



CURRICULUM GUIDE 2024-2025*

SOCIAL MEDIA ENGAGEMENT MINOR

SCHOOL OF COMMUNICATION & JOURNALISM
EASTERN ILLINOIS UNIVERSITY

Comprised of courses in the Journalism curriculum, the Social Media Engagement minor provides students a foundation for using social media platforms to research, publish and engage with audiences in numerous contexts.

TOTAL HOURS FOR MINOR: 18 HRS

REQUIRED COURSEWORK

JOU 2000 - Fundamentals of News Gathering

JOU 2001G - Journalism & Democracy

JOU 2101 - News Reporting & Writing

Pre-req: JOU 2000 and grade of "B" or better in ENG 1001G or a grade of "C" in both ENG 1001G and ENG 1002G

JOU 3002 - Introduction to Multimedia Journalism

JOU 3750 - Social Media Engagement

REQUIRED: COMPLETE ONE OF THE FOLLOWING

CMN 3980 - Strategic Social Media Communication

DGT 4814 - Digital Media Strategy

JOU 3703 - Online Journalism

Pre-req: JOU 2950 and JOU 3002

JOU 3950 - Special Topics

SCHOOL OF COMMUNICATION & JOURNALISM

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2024-2025. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.