

MINOR

CATALOG YEAR 2024-2025

IN SOMETHING MAJOR

in the

School of
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY

ADVERTISING

21 CREDITS

Enhance your understanding of the promotion of products and services to various markets, and learn how to apply your knowledge while critically examining ad campaigns and strategies.

BROADCAST METEOROLOGY

22 CREDITS

Study weather and climate as well as radio and TV announcing & production, so you can effectively communicate complex weather information to audiences across various media.

COMMUNICATION & CULTURAL DIVERSITY

18 CREDITS

Examine and understand diversity and difference, how stereotypes and prejudices are maintained and challenged, and how possibilities for inclusion are created through community.

COMMUNICATION STUDIES

21 CREDITS

Explore the complex and dynamic nature of communication in multiple contexts. Develop the verbal, nonverbal and written communication skills sought after in nearly every industry.

HEALTH COMMUNICATION

21 CREDITS

Design, evaluate and implement health communication programs in a variety of professional settings. Learn how to educate individuals and create healthier, more vibrant communities.

JOURNALISM

18 CREDITS

Learn the skills necessary to practice news, writing and editing across multiple platforms, while examining the role news media play in a healthy democracy.

PHOTOJOURNALISM

18 CREDITS

Develop the skills and principles to tell stories online, in magazines and newspapers through photography. Practice digital editing and studio and field lighting.

PUBLIC RELATIONS

21 CREDITS

Learn to manage strategic communication and build relationships with various organizational publics in any industry or sector. Practice designing and implementing PR campaigns.

RADIO & AUDIO PRODUCTION

24 CREDITS

Study and practice all production elements of performing, recording, editing and circulating sound through media. Learn voice work, music recording, and storytelling through sound.

SOCIAL MEDIA ENGAGEMENT

18 CREDITS

Learn the foundations for using social media platforms to research, publish and engage with audiences in numerous, rapidly-changing online contexts.

SPORTS MEDIA RELATIONS

19 CREDITS

Examine and practice fundamental skills to work in sports media, including writing reports, organizing press conferences, managing game events, and working with athletes and coaches.

STRATEGIC SOCIAL MEDIA COMMUNICATION

18 CREDITS

Gain strategic and ethical social media communication skills along with a basic foundation in public relations.

VIDEO PRODUCTION

19 CREDITS

Create professional and creative video content for different formats. Learn how to tell stories while you develop, produce and edit a variety of video forms and genres.

SCHOOL OF COMMUNICATION & JOURNALISM

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