

# MASS COMMUNICATIONS

(FOR MARKETING MAJORS)

## MINOR CONCENTRATION

A minor concentration requires a minimum of six courses, representing at least eighteen credits, in the minor field of study. In addition, a department may add academic prerequisites or requirements in related fields, but the total will not exceed 60% of the department's major program requirements. Minor requirements are listed under departmental entries. In order to complete requirements for a minor, the student must take the majority of credits in the minor field at King's. Minor areas of concentration (minors) are permitted, but not required.

Monitoring of student progress in pursuing a minor in **Mass Communications** is necessary to enhance the student learning experience. Therefore, a written declaration must be submitted by the student to the Registrar.

| <b>Minor Requirements</b><br><i>(6 courses – 18 credits)</i>  | <b>Credits</b> |
|---|----------------|
| COMM 111 Survey of Mass Communications  | 3              |
| CIS 110 Introduction to Computer Applications for Business<br><b>OR</b><br>COMM 115 Computer Applications for Mass Communications | 3              |
| COMM 233 Introduction to Visual Communications  | 3              |
| COMM 290 Media and Communication Campaigns  | 3              |
| COMM 345 Professional Design for Print and Digital Media  | 3              |
| COMM 396 Branding Technique and Creative Design   | 3              |

For more information regarding the **Mass Communications** minor including but not limited to course descriptions and department chairpersons, please visit the online college course catalog.