

# MEDIA CONTENT CREATION MINOR

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Students completing the Media Content Creation minor will learn how messages are constructed, distributed, and received in today's AI-generated and digital media environments—identifying principles and techniques associated with AI while developing skills in storytelling and visual communication across platforms. This minor program helps ready students for creative and strategic roles in media industries, marketing, and digital communication, complementing majors in Communication, English, Business, Journalism, Public Relations, and other disciplines where effective media content creation is essential.

A minor in this area requires:

| <b>Code</b>  | <b>Title</b>                            | <b>Credits</b> |
|--|---|----------------|
| COM 1700   | Media Literacy                          | 3              |
| COM 2230   | Broadcasting                            | 3              |
| COM 2260   | Digital Writing and Research Methods    | 3              |
| COM 2280   | Visual Communication & Content Creation | 3              |
| COM 4210   | Data Analysis and Research              | 3              |
| One additional elective selected in consultation with a Department of Communication Academic Advisor |   | 3              |
| <b>Total Credits</b>   |   | <b>18</b>      |