



### **Twin Cities Campus**

## **Mass Communication Minor**

*School of Journalism & Mass Communication*

### **College of Liberal Arts**

- Program Type: Undergraduate minor related to major
- Requirements for this program are current for Fall 2021
- Required credits in this minor: 18

Mass communication is the study of communicating with the masses, but is also about media storytelling with strategy and purpose. The study of mass communication is centered around how messages persuade and affect the behavior and opinion of the person or people receiving the content. This minor is designed for students who wish to pursue a liberal arts approach to the study of mass communication institutions, processes, effects, research methods, and analysis through the lens of economic sociology, politics, psychology, law and other disciplines.

## **Program Delivery**

This program is available:

- via classroom (the majority of instruction is face-to-face)

## **Admission Requirements**

Students must complete 1 courses before admission to the program.

A GPA above 2.0 is preferred for the following:

- 2.50 already admitted to the degree-granting college
- 2.50 transferring from another University of Minnesota college
- 2.50 transferring from outside the University

Students seeking a minor in mass communication must declare through the Hubbard School of Journalism & Mass Communication website at <https://hsjmc.umn.edu/undergraduate/majors-minors/minors>. There are two qualifications for admission: a GPA of 2.5, and a grade of C or better in JOUR 1001. When these criteria have been met, the department will approve a minor program plan.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

### **Required prerequisites**

#### **Preparatory Course**

Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:

- [JOUR 1001](#) - Media in a Changing World [SOCS, TS] (3.0 cr)  
or [JOUR 1001H](#) - Media in a Changing World [SOCS, TS] (3.0 cr)

## **Minor Requirements**

Students may earn a BA or a minor in the Hubbard School of Journalism & Mass Communication, but not both.

### **Core Course**

Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:

- [JOUR 3004](#) - Information for Mass Communication (3.0 cr)  
or [JOUR 3004H](#) - Information for Mass Communication (3.0 cr)

### **Context Courses**

Take 4 or more course(s) totaling 12 or more credit(s) from the following:

#### **3xxx-level**

Take 0 or more course(s) from the following:

- [JOUR 3005](#) - Media Effects [SOCS] (3.0 cr)
- [JOUR 3006](#) - Visual Communication (3.0 cr)
- [JOUR 3007](#) - The Media in American History and Law: Case Studies [HIS] (3.0 cr)
- [JOUR 3201](#) - Principles of Strategic Communication (3.0 cr)
- [JOUR 3551](#) - The Business of Digital Media: Innovation, Disruption, and Adaptation [TS] (3.0 cr)
- [JOUR 3552](#) - Technology, Communication & Global Society [GP] (3.0 cr)
- [JOUR 3590](#) - Special Topics in Mass Communication: Context (3.0 cr)
- [JOUR 3614](#) - History of Media Communication [HIS, TS] (3.0 cr)
- [JOUR 3741](#) - Diversity and Media [DSJ] (3.0 cr)



- JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)
- JOUR 3751 - Digital Media and Culture [AH, TS] (3.0 cr)
- JOUR 3757 - Principles of Health Communication Strategy (3.0 cr)
- JOUR 3771 - Media Ethics [CIV] (3.0 cr)
- JOUR 3775 - Strategic Communication Law [CIV] (3.0 cr)
- JOUR 3776 - Media Law (3.0 cr)
  - or JOUR 3776H - Media Law (3.0 cr)
- JOUR 3786 - Media and Politics (3.0 cr)
  - or POL 3786 - Media and Politics (3.0 cr)
- 4xxx and 5xxx-level  
Take 1 or more course(s) from the following:
  - JOUR 4251 - Psychology of Advertising (3.0 cr)
  - JOUR 4272 - Digital Advertising: Theory and Practice (3.0 cr)
  - JOUR 4274W - Advertising in Society [WI] (3.0 cr)
  - JOUR 4590 - Special Topics in Mass Communication: Context (3.0 cr)
  - JOUR 4801 - Global Communication (3.0 cr)
  - JOUR 5501 - Communication, Public Opinion, and Social Media (3.0 cr)
  - JOUR 5541 - Mass Communication and Public Health (3.0 cr)
  - JOUR 5552 - Law of Internet Communication (3.0 cr)
  - JOUR 5601W - History of Journalism [WI] (3.0 cr)
  - JOUR 5606W - Literary Aspects of Journalism [WI] (3.0 cr)
  - JOUR 5725 - Management of Media Organizations (3.0 cr)
  - JOUR 5777 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)
  - JOUR 4721 - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
    - or JOUR 4721H - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)