


SOCIAL INFLUENCE, MINOR

Influence has been at the heart of the communication discipline since Aristotle defined rhetoric as the art of speaking well and persuasively over 2,400 years ago. Today, social influence and digital communication are inextricably linked as influencers utilize social media platforms to promote ideas, products, lifestyles, and other tangible and intangible goods. This minor capitalizes on current socio-cultural trends to teach students how to understand influencer-follower communication better and employ persuasive strategies effectively and ethically.

Course Requirements

Minor in Social Influence

Code	Title	Credit Hours
CMM 213 	Communication in Relationships	3
CMM 308	Persuasive Communication	3
CMM 409	Social Influence Studies	3
CMM 456	Digital Communication	3
Total Credit Hours		12