

# Professional and Creative Communication - Honors Minor

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## Overview

The **Minor in Professional and Creative Communication - Honors**, offered by the Klein College of Media and Communication in collaboration with the Temple University Honors Program, consists of six courses (18 credit hours). The minor is designed to equip students from any major with the theoretical knowledge, creative skills, and applied experience needed to analyze, produce, and strategically deliver effective messages across diverse platforms.

The minor is structured in two tiers to scaffold learning from theory to practice. In the first tier, students complete four "Understanding Communication" courses that introduce core theoretical frameworks and key areas within the communication and media fields.

In the second tier, students select two "Creating Communication" courses that emphasize hands-on, experiential learning, allowing students to apply theory through activities such as podcasting, video production, and strategic communication campaigns.

After completion of the minor, students will be able to:

- analyze communication systems using disciplinary frameworks;
- evaluate how social, cultural, ethical and technological contexts shape communication processes;
- apply theory to real-world communication challenges across media; and,
- reflect critically on their own communication choices and responsibilities as ethical communicators.

**Campus Location:** Main

## Contact Information

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## Requirements

The minor is structured in **two tiers**:

- Tier 1: Understanding Communication (4 courses, 12 credits)
- Tier 2: Creating Communication (2 courses, 6 credits)

Honors students in any school or college at Temple University can declare this minor. Non-honors students can enroll in the minor via application on the Honors Program web site.

To earn this minor, students must successfully complete 18 credits (6 courses) with a minimum grade of C- in each course.

There are no prerequisites or required courses for this minor.

At least three courses (9 credits) required for the minor must be completed at Temple.

Note that:

- Courses must be taken from at least three different departments within Klein College of Media and Communication.
- Maximum of two non-Honors courses (6 credits) can be used to satisfy requirements for the minor (see definition of an Honors course).
- Honors students can use all Honors courses in this minor to count towards Honors Program requirements.
- For students completing majors or other programs within Klein College, at least three of the courses (9 credits) counted towards the minor must be courses that were not counted towards another Klein major, minor, or certificate.

- Because students majoring in Journalism may take no more than 62 credits in the Department of Journalism, they should consult with an academic advisor to develop a plan to complete this minor.

## Tier 1: Understanding Communication (4 courses, 12 credits)

Students complete four courses drawn from across Klein College. These courses provide foundational knowledge in communication and media, emphasizing critical thinking, interdisciplinary analysis, and problem solving.

Students choose one course from each of the following four areas:

### Media and Communication Theory

| Code                         | Title                                  | Credit Hours |
|------------------------------|----------------------------------------|--------------|
| Select one of the following: |                                        |              |
| ADV 1901                     | Honors Media and Society               | 3            |
| JRN 3905                     | Honors: Gender and American Mass Media | 3            |
| MSP 1021                     | Introduction to Media Analysis         | 3            |
| MSP 2011                     | Introduction to Media Theory           | 3            |
| PR 2662                      | Leading Groups and Team Building       | 3            |

### Narrative and Persuasion

| Code                         | Title                                                | Credit Hours |
|------------------------------|------------------------------------------------------|--------------|
| Select one of the following: |                                                      |              |
| COMC 1113                    | Persuasion Theory and Practice                       | 3            |
| COMC 1601                    | Communication and Behavior Change                    | 3            |
| JRN 3901                     | Honors: Comics Journalism                            | 3            |
| JRN 3902                     | Honors: Media, Memory, and Social Change             | 3            |
| JRN 3908                     | Honors True Stories: Narrative Nonfiction Journalism | 3            |

### Global Communication

| Code                         | Title                                            | Credit Hours |
|------------------------------|--------------------------------------------------|--------------|
| Select one of the following: |                                                  |              |
| ADV 4571                     | International Studies in Media and Communication | 1 to 6       |
| COMC 3701                    | Intercultural Communication                      | 3            |
| COMC 3702                    | Communication, Culture and Identity              | 3            |
| PR 2672                      | Global Communication and Leadership              | 3            |

### Social Influence

| Code                         | Title                              | Credit Hours |
|------------------------------|------------------------------------|--------------|
| Select one of the following: |                                    |              |
| COMC 1113                    | Persuasion Theory and Practice     | 3            |
| MSP 2451                     | The Influence of Media on Children | 3            |

Note: Honors versions of the above courses will be offered with a 9 in the second digit. Please see an advisor for more information.

## Tier 2: Creating Communication (2 courses, 6 credits)

Students complete two courses that allow them to apply their understanding of communication. Creating Communication courses include experiences such as podcasting, video production, and communication campaigns, including health-focused initiatives. These courses emphasize creation, evaluation, and skill development across media.

| Code                         | Title                  | Credit Hours |
|------------------------------|------------------------|--------------|
| Select two of the following: |                        |              |
| ADV 2005                     | Social Media Marketing | 3            |

|           |                                                                                                   |   |
|-----------|---------------------------------------------------------------------------------------------------|---|
| ADV 2104  | Personal Branding                                                                                 | 3 |
| COMC 1111 | Presentations for Policy Change                                                                   | 3 |
| COMC 4404 | Podcasting for Civic Engagement                                                                   | 3 |
| CMST 4628 | Empowerment of the LGBTQ+ Community through the NYC Pride March: Exploration of a Social Movement | 3 |
| JRN 3401  | Photography                                                                                       | 4 |
| JRN 3575  | Podcasting and Audio Journalism                                                                   | 3 |
| KLN 4111  | Interdisciplinary Approach to Communication Campaigns                                             | 3 |
| MSP 1001  | Video Production for Non-Majors                                                                   | 3 |

Note: Honors versions of the above courses will be offered with a 9 in the second digit. Please see an advisor for more information.