



INTER AMERICAN UNIVERSITY OF PUERTO RICO
AGUADILLA CAMPUS
BUSINESS ADMINISTRATION DEPARTMENT

MINOR IN SOCIAL NETWORK MANAGEMENT

CODE: 121M

Requirements for the Minor in Social Network Management - 21 credits

Courses for the Minor in Social Network Management

COMU 1031	Photographic Techniques	3
COMU 1035	Creative Writing for Media	3
COMU 2240	Basic Principles of Video Production	3
COMU 2250	Foundations in Social Media Administration	3
MKTG 1210	Introduction to Marketing	3
MKTG 2220	Marketing Management	3
MKTG 2223	Consumer Behavior	3