

2019-2020
PUBLIC RELATIONS MINOR



THE MINOR (21 credits; 0-3 APLs)

Courses in a minor do not "double-count" with a major field of study or another minor field of study unless the course is considered a requirement for both programs.

COMMUNICATION COURSES

MKT 2150	Marketing Principles	3
MKT 3430	Advertising and Promotion	3
@ COM 2700	Public Relation Principles	3
@ COM 3500	Communication Research Methods	3
@ COM 4240	Public Relations and Advertising Writing	3

PUBLIC RELATIONS ELECTIVES

Choose 2 of the following

COM 2610	Political Communication	3
@ COM 3030	Persuasion	3
@ COM 3460	Organizational Communication & Behavior	3
COM 3600	Social Media Communication	3
COM 4910-30	Communication Internship (1-3 APL)	1-3

DEPARTMENT NOTES ABOUT THIS MINOR

Potential for 3 APLs

TOTAL CREDITS TO GRADUATE: 120 (12 APLs)

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

It is strongly encouraged that a minimum of 6 Applied Learning credits be earned in experiential education taking place outside the traditional classroom setting.

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.