

Public Relations, Minor

Effective communication to the key publics is essential in today's complex business and media environment. The public relations minor is for students who want to acquire critical communication skills, including writing, audio, video, and the effective use of data and design. Successful students will also be equipped with theoretical and practical knowledge needed to be a good communication practitioner. This minor may complement relevant majors such as business administration, communication studies, sociology, and psychology, though any student with an interest in public relations is welcome.

Minor Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified.

Note: A student pursuing the minor in public relations must complete a minimum of three courses exclusive to this minor beyond the courses required for the student's declared major(s), minor(s), or PlusOne.

Required Courses

Code	Title	Hours
Required Core		
JRNL 1101 and JRNL 1102	Journalism 1: Fundamentals of Reporting and Journalist's Toolbox	5
JRNL 3425	Public Relations Principles	4
Restricted Elective		
Complete one of the following:		4
JRNL 5400	Media and Advocacy in Theory and Practice	
JRNL 5480	Research for Media Strategy	
Elective		
Complete one additional JRNL course.		4

GPA Requirement

2.000 GPA required in the minor