

PUBLIC RELATIONS MINOR

Program Description

A set of core classes will introduce the student to communication practices to best inform the public of news and announcements. Students will then select elective courses to strengthen their knowledge in Web Design, Advertising, Marketing and Politics and the interaction they play in the role of Public Relations.

Requirements

Code	Title	Hours
Required Courses		
COMM 210 or COMM 211	Business & Prof Speaking Advanced Public Speaking	3
COMM 302	Argumentation & Advocacy	3
COMM 308	Communication Theory	3
COMM 320	Public Relations	4
Elective Courses		
Select 8 credits from the following:		8
BUSN 231	Business Communications	
COMM 280	Understanding Mass Media	
COMM 307	Classical/Contemp Rhetoric	
COMM 325	Organizational Communication	
COMM 399	Internship in Communication	
CSCI 106	Web Page Design & Development	
CSCI 107	Web Graphic Design and Development	
MRKT 281	Marketing Principles/ Strategy	
MRKT 387	Advertising Theory/Practice	
POLI 325	Politics and Media	
Total Hours		21