

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 Writing and Journalist's Toolbox | 5 |
| PREL 1425 | 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 4 SH of additional JRNL or PREL coursework. | | 4 |

GPA Requirement

2.000 GPA required in the minor