

PUBLIC RELATIONS MINOR

| Code | Title | Credits |
|---|---|--------------|
| Prerequisites from General Education | | |
| COM 103 | Interpersonal Communication (4) | |
| COM 309 | Intercultural Communication (4) | |
| Required | | |
| COM 212 | Public Speaking | 4 |
| COM 320 | Media and Public Relations | 4 |
| COM 325 | Social Media Relations & Analytics | 4 |
| COM 443 | Persuasive Communication | 4 |
| COM 478 | Organizational Communication | 4 |
| Electives | | |
| Select 3-4 credits | | 3-4 |
| ART 282 | Graphic Design I (3) | |
| ART 383 | Web Design I (3) | |
| BUS 350 | Innovative Marketing and Social Media (4) | |
| ENG 420 | Persuasive Writing on Contemporary Issues (4) | |
| MAR 301 | Principles of Marketing (4) | |
| MAR 312 | Consumer Behavior (4) | |
| MAR 313 | Advertising and Promotions (4) | |
| MAR 413 | Marketing Research (4) | |
| MAR 470 | Digital Marketing (2) | |
| MAR 471 | Global Marketing (2) | |
| MKM 330 | Integrated Marketing Communications (4) | |
| POL 337 | Parties, Campaigns, and Elections (4) | |
| Total Credits | | 23-24 |