

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)	
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