

PUBLIC RELATIONS, MINOR

The Public Relations minor will equip students with strategic communication skills needed to build and maintain positive relationships between organizations and their publics. This interdisciplinary minor offers a foundation in media writing, content production, and marketing for careers in an ever-evolving industry. Students will gain expertise crafting compelling messages appropriate for a range of media formats, engaging with diverse audiences, and understanding the ethical implications of the profession.

Minor Sequence

The **Minor in Public Relations** requires 18 credits from

Code	Title	Credits
Required Courses: ¹		9.0
CM101	Introduction to Mass Communication	
CM209	Introduction to Public Relations	
CM309	Public Relations Writing	
Choose three courses from among the following:		9.0
BU217	Introduction to Leadership	
CM200	Visual Communication	
CM/EN210	Writing for the Mass Media	
CM/EN230	Writing on the Web	
CM252	Organizational Communication	
CM305	Media Law & Ethics	
MK241	Principles of Marketing	
MK246	Social Media Marketing	
MK341	Consumer Behavior	
SM241	Sport Marketing	
SM375	Sport in Society	
SM416	Research in Sport	
Total Credits		18.0

¹ Communication majors who have declared a concentration in Journalism & Public Relations cannot declare this minor.