MINOR IN PUBLIC RELATIONS

The minor in Public Relations will help prepare students for careers in media relations, publicity and promotion, public affairs and government relations, event planning, corporate communications, and crisis management. Building and maintaining positive relationships with external audiences is the core of public relations. Students will develop a combination of writing, social media, persuasive and technical skills, then apply them through tactics and media choices to create a favorable image for their clients. The minor draws from Journalism, Marketing, Professional Writing and Communication, Media & Screen Studies courses to help students learn about media relations and branding campaigns for corporate, governmental, and nonprofit clients. Course options in Art, Media Studies, Political Science, Public Health and Sport Management give students content-area context in the field.

18 Credits Required

Requirements:

JRN 230 - Fundamentals of Public Relations
MKT 200 - Principles of Marketing

Digital Media Course (Select 3 Credits)

ART 215 - Principles of Graphic Design
ART 216 - Typography
ART 264 - Introduction to Digital Photography
JRN 270 - Introduction to Photojournalism
JRN 306 - Digital News Design
JRN 370 - Drone Journalism
MDS 261 - Managing Social Media I
MDS 361 - Managing Social Media II

Electives (Select 9 credits from any of the following categories.)

Professional Writing
ENG 240 - Professional Writing: Theory and Practice
ENG 304 - Technical Writing and Communication
ENG 316 - Writing for Business and Industry
ENG 318 - Writing for the Web
JRN 200 - Basics of Reporting
JRN 305 - Precision Editing
JRN 307 - Reporting and Writing for Science
JRN 311 - Broadcast News Reporting I
JRN 330 - Advanced Integrated Public Relations

Advertising and Promotions
COM 101 - Public Speaking
COM 221 - Advertising and Public Relations Theories and Concepts
COM 275 - Persuasion
COM 410 - Crisis Communication
COM 472 - Advertising and Public Relations Campaigns

Political Science
PSC 312 - Media and American Politics
PSC 322 - U.S. Political Parties and Elections
PSC 329 - Political Participation
PSC 350 - Public Leadership
PSC 381 - Campaign Management
PSC 496 - Campaign Management Internship
PSC 497 - Political Science Internship
JRN 332 - Public Relations, Politics and Public Affairs

Marketing
MKT 325 - Marketing Research
MKT 332 - Marketing Communication

Public Health
PCH 202 - Introduction to Public Health
PCH 265 - Illness and Disease
PCH 275 - Introduction to Health Promotion
PCH 358 - Health Policy
PCH 445 - Emergency Preparedness for PCH
PCH 446 - Environmental Hazards
JRN 331 - Public Relations Techniques for Health and Medicine

Sport Management
SMT 354 - Sport Communication and Promotion

Internship
JRN 497 - Journalism Internship
PSC 497 - Political Science Internship