MINOR IN PUBLIC RELATIONS

CONTACT:
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18 Credits Required

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