



2016-2017

PUBLIC RELATIONS MINOR

COMMUNICATION COURSES (15 credits)

MKT 2150	Marketing Principles	3
MKT 3430	Advertising and Promotion	3
@ COM 2700	Public Relation Principles (1APL)	3
COM 3500	Communication Research Methods	3
@ COM 4240	Public Relations and Advertising Writing	3
<i>Choose two from the options listed below: (6 credits)</i>		
COM 2610	Political Communication	3
@ COM 3030	Persuasion	3
@ COM 3460	Organizational Communication & Behavior	3
COM 3600	Social Media Communication	3

TOTAL MINOR HOURS: 21

APPLIED LEARNING: 1/12

TOTAL CREDITS TO GRADUATE: 120

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals.

@ Indicates a course with prerequisites
Please review catalog for prerequisites