

2026-2027 PUBLIC RELATIONS MINOR



THE MINOR (21 credits)

Courses in a minor do not "double-count" with a major field of study or another minor field of study unless the course is considered a requirement for both programs.

COMMUNICATION COURSES (15 credits)

MKT 2150	Marketing Principles	3
MKT 3430	Advertising and Promotion	3
@ COM 2700	Public Relation Principles	3
@ COM 3500	Communication Research Methods	3
	<i>*prereq: MAT 2000*</i>	
@ COM 4240	Public Relations & Advertising Writing	3

Select two from the options listed below (6 credits):

MAT 2000	Intro to Statistics	3
JOU 2100	Introduction to Journalism	3
COM 2610	Political Communication	3
COM 3030	Persuasion	3
HUM 3100	Cross-Cultural Communication	3
@ COM 3440	Professional Communication	3
COM 3460	Organizational Communication	3
@ COM 4140	Argumentation and Debate	3
	<i>*all prereqs: COM 1100*</i>	

BUDAPEST INTENSIVE

COM 3090	Cross-Cultural Approaches to Public Relations	3
COM 3190	Intercultural Communication and Business in Co	3

DEPARTMENT NOTES ABOUT THIS MINOR

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, have a 2.2 GPA in major courses, a 2.0 GPA in minor 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. Some majors and/or minors may have more stringent guidelines.

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.