**Public Relations Minor**  (18 credits)

[COMM 205] Principles of Public Relations (3)

[COMM 351] Public Relations Writing (3)

[MRKT 130] Marketing Principles (3)

Nine credits from the following (9):

[COMM 203] Basic Video and Editing Techniques (3)

[COMM 207] Communication Design (3)

[COMM 301] Persuasion (3)

[COMM 310] Fundraising (3)

[COMM 333] Business and Organization Communication (3)

[COMM 353] Crisis Communication and Media Relations (3)

[COMM 357] Event Planning (3)

[COMM 426] Public Relations Campaign (3)

*One of the following options*:

[COMM 391] Communication Practicum (1-3)*

[INTE 391] Internship (1-3)*

[INTE 394] Internship (4-12)*

**Note:** Either MRKT 337 Integrated Marketing Communications OR MRKT 362 Social Media Marketing (but not both) may be substituted for 3 credits from the menu of COMM elective courses.*No more than 3 total credits from COMM 391 or 394/INTE 391 or 394 may be applied to the minor. COMM 392, INTE 391 and INTE 394 must be taken for a letter grade. COMM 391 placement must be external to the Department of Communication.

*Requirements for students who declare the minor in 2017-18.*