**Public Relations Minor** (18 credits)

[[COMM 205]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=205) Principles of Public Relations (3)

[[COMM 351]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=351) Public Relations Writing (3)

[[MRKT 237]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=237) Marketing Principles (3)

*Nine credits from the following (9):*

[[COMM 203]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=203) Basic Video and Editing Techniques (3)

[[COMM 207]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=207) Communication Design (3)

[[COMM 301]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=301) Persuasion (3)

[[COMM 310]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=310) Fundraising (3)

[[COMM 333]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=333) Business and Organization Communication (3)  
[[COMM 353]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=353) Crisis Communication and Media Relations (3)

[[COMM 357]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=357) Event Planning (3)  
[[COMM 426]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=426) Public Relations Campaign (permission of instructor; 3)  
*One of the following options\*:*

[[COMM 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=391) Communication Practicum (1-3)\*

[[INTE 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=391) Internship (1-3)\*

[[INTE 394]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=394) Internship (4-12)\*

**Note:** Either MRKT 337 Advertising 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.