

**Public Relations Minor** (18 credits)

[\[COMM 205\]](#) Principles of Public Relations (3)

[\[COMM 351\]](#) Public Relations Writing (3)

[\[MRKT 237\]](#) 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 (permission of instructor; 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 Advertising OR MRKT 362 Digital and 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.