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.