

Public Relations

Minor

MINOR

Total Hours Required:

24

Coordinator:

A. Franklin Parks, Professor,
Department of English

Participating Faculty:

Professor:

A.F. Parks (English)

Associate Professors:

Ewers (English), Hodges (Visual Arts),
J. Lombardi (Mass Communication)

Assistant Professors:

Dean (Marketing & Finance),
A. Duncan (English), Hein (Visual
Arts), Herzfeld (Visual Arts),
McAlexander (Mass Communication),
Ruminski (Communication Studies),
Ye (Marketing & Finance)

- You cannot major in Public Relations.

Summary of Requirements for Minor in Public Relations

Minor

1. Courses in Communication Studies:

(6 hours)

CMST 300 Interpersonal Communication
or CMST 322 Presentational Communication
CMST 335 Organizational Communication

2. Courses in English: (6 hours)

ENGL 336 Journalistic Writing
ENGL 436 Advanced News and Feature Writing

3. Courses in Other Departments: (12 hours)

ART 207 Graphic Design (*Tech. Fluency*)
ART 235 Photography
MCOM 287 Introduction to Video Production
MKTG 361 Principles of Marketing

Recommended Additional Courses:

The following courses are recommended but not required for the minor in Public Relations.
These courses provide valuable background for the course work in the minor:

ART 104 Two-dimensional Design
BUAD 100 Introduction to Business
CMST 122 Introduction to Public Speaking
ECON 200 Basic Economics (*GEP Group D*)