Public Relations

MINOR

Coordinator: Andy Duncan, Professor, Department of English

Participating Faculty:
Professors: A. Duncan (English), J. Lombardi (Communication)
Associate Professors: Dean (Marketing & Finance), Hein (Visual Arts), Herzfeld (Visual Arts), Ruminski (Communication), Ye (Marketing & Finance)

- You cannot major in Public Relations.

Program Requirements

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<th>MINOR</th>
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<td>Total Hours Required:</td>
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Requirements for Minor in Public Relations

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 205 Mobile Media Production
   - MCOM 325 Seminar in Public Relations
     or 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