

# PUBLIC RELATIONS, MINOR

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Code	Title	Credits
<b>Public Relations Core</b>		
COMM 210	Introduction to Public Relations	3
COMM 260	Media Writing	3
COMM 310	Persuasion	3
COMM 301	Risk and Crisis Communication	3
or COMM 455	PR Cases & Campaigns	
<b>Public Relations Electives</b>		
Select <b>9 credits</b> of the following:		9
ART 240	Concepts of Graphic Communication	
COMM 305	Principles of Health Communication	
COMM 320	Graphics for Television, Film and New Media	
COMM 340	Documentary Production	
ENG 204	Introduction to Journalism	
ENG 331	Business Communications	
ENG 360	Scientific & Technical Writing	
ENG 410	Advanced Journalism	
ENG 420	Copy Editing	
ENG 460	Writing and New Media	
MKTG 301	Principles of Marketing	
MKTG 331	Principles of Selling	
MKTG 391	Consumer Behavior	
MKTG 451	Introduction to Digital Marketing	
MKTG 451L	e-Marketing Lab	
<b>Total Credits</b>		<b>21</b>