

**Nebraska Wesleyan University**  
Catalog 2015-2016

Certificate:

## **Public Relations Minor**

Departments/Programs:

Organizational Leadership and Communication (Adult Undergraduate)

### **Public Relations Minor**

#### **Required Courses**

BUSAD 2000 Principles of Marketing	3 hours
COMM 1170 Copy and Layout	3 hours
COMM 2600 Mass Media	4 hours
COMM 3201 Persuasive Communication	3 hours
COMM 3300 Public Relations	3 hours

#### **Electives (Select 3 credits)**

BUSAD 3400 Promotional Strategy	3 hours
BUSAD 3500 Consumer Behavior	3 hours
BUSAD 4200 Marketing Management	3 hours
BUSAD 4300 International Marketing	3 hours
COMM 1100 Introduction to Organizational Communication	3 hours
COMM 4101 Communication in the Professions	3 hours
COMM 4200 Conflict Resolution	3 hours
COMM 3200 Persuasive Communication	4 hours
<b>Total Credit Hours</b>	<b>18 Credit Hours</b>