Nebraska Wesleyan University

Public Relations Minor

Catalog

2015-2016

Departments

1. 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	3 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
Total Credit Hours	18 Credit Hours