

Minor:

## Public Relations

Departments/Programs:

Organizational Leadership and Communication (Adult Undergraduate)

### Public Relations Minor (18 hours)

| Requirements                       | 18 hours  |
|------------------------------------|-----------|
| BUSAD 2000 Principles of Marketing | 3 hours   |
| COMM 1170 Copy and Layout          | 3 hours   |
| COMM-2601                          | COMM-2601 |
| COMM-3201                          | COMM-3201 |
| COMM 3300 Public Relations         | 3 hours   |
| Elective                           | 3 hours   |

Select one of the following:

- BUSAD 3400 Promotional Strategy
  - BUSAD 3500 Consumer Behavior
  - BUSAD 4200 Marketing Management
  - BUSAD 4300 International Marketing
  - COMM-1100
  - COMM 4101 Communication in the Professions
  - COMM-4200
  - COMM 3200 Persuasive Communication
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