Nebraska Wesleyan University

Public Relations

Catalog

2016-2017

Departments

1. 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 Mass Media	3 hours
COMM 3201 Persuasive Communication	3 hours
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 Introduction to Organizational Communication • COMM 4101 Communication in the Professions • COMM 4200 Conflict Resolution • COMM 3200 Persuasive Communication	