

Nebraska Wesleyan University
Catalog 2016-2017

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 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
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