

**Nebraska Wesleyan University**  
Catalog 2018-2019

Minor:

## **Public Relations**

Departments/Programs:

Organizational Leadership and Communication (Adult Undergraduate)

### **Public Relations Minor (18 hours)**

| <b>Requirements</b>                | <b>18 hours</b> |
|------------------------------------|-----------------|
| 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
-