

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