

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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