

# PUBLIC RELATIONS MINOR REQUIREMENTS

Note: 2.25 GPA require to graduate with a Public Relations minor.

Code	Title	Units
<b>Minor Requirements - 24 units</b>		
COMM 202	PUBLIC RELATIONS PRINCIPLES	3
COMM 203	FOUNDATIONAL PR TACTICS	3
COMM 204	SOCIAL AND DIGITAL MEDIA PR TACTICS	3
COMM 275	AD & PR RESEARCH LITERACY	3
COMM 302	PR CASE STUDIES & APPLIED THEORY	3
COMM 402	PR CAMPAIGNS	3
<b>Select 3 units from the following:</b>		<b>3</b>
COMM 312	CRISIS COMMUNICATION	
COMM 371	POLITICAL COMMUNICATION	
COMM 372	SOCIAL MOVEMENTS AND PERSUASION	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
<b>Select 3 units from the following:</b>		<b>3</b>
COMM 312	CRISIS COMMUNICATION	
COMM 371	POLITICAL COMMUNICATION	
COMM 372	SOCIAL MOVEMENTS AND PERSUASION	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
MAGD 150	INTRODUCTION TO MEDIA ARTS AND GAME DEVELOPMENT	
JOURNLSM 220	ADVERTISING FOUNDATIONS	
JOURNLSM 241	ADVERTISING COPYWRITING	
JOURNLSM 248	PUBLICATION LAYOUT	
JOURNLSM 303	FEATURE WRITING	
JOURNLSM 309	MEDIA ETHICS	
JOURNLSM 310	PUBLICATION PHOTOGRAPHY	
JOURNLSM 364	ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT	
JOURNLSM 420	LAW OF MASS COMMUNICATION	
JOURNLSM 431	MASS COMMUNICATION IN SOCIETY	
COMM 240	SPEAKING FOR SUCCESS	
COMM 242	TEAMWORK, COLLABORATION, AND COMMUNICATION	
COMM 276	EVENT PLANNING FOR COMMUNICATION PROFESSIONALS	
COMM 285	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	
COMM 328	MANAGING CONFLICT	
COMM 345	PERSUASION	
COMM 363	HEALTH COMMUNICATION FOUNDATIONS	
COMM 373	COMMUNICATING LEADERSHIP	
COMM 422	COMMUNICATION THEORIES	
COMM 440	NEW COMMUNICATION TECHNOLOGIES	
COMM 485	COMMUNICATION RESEARCH METHODS	
COMM 491	TRAVEL STUDY	
COMM 493I	PUBLIC RELATIONS INTERNSHIP	
<b>Total Units</b>		<b>24</b>