

PUBLIC RELATIONS/ ADVERTISING / MINOR

Requirements

Minor Credit Hours: 18

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Code	Title	Hours
Required Courses		
COMM 11400	Communication Design Principles	3
	or COMM 3820 Web Design	
COMM 20800	Strategic Communication	3
	or MKTG 40200 Public Relations	
COMM 33000	Public Relations Writing	3
COMM 33500	Advertising Copywriting	3
MKTG 20000	Principles of Marketing	3
Electives		
Select 3 credit hours from the following or advisor-approved courses:		3
COMM 20600	Social Media and Online Audiences	
COMM 24200	Argumentation and Debate	
COMM 30200	Special Events	
COMM 30300	Advanced Communication Design Principles	
COMM 32200	Sports Communication	
MKTG 30000	Consumer Behavior	
MKTG 30500	Introduction to Digital Marketing	
MKTG 31500	Advertising	