Public Relations and Strategic Communications, **Minor**

HSPRSMIN

Learn how to promote events, write press releases and design social media campaigns with this minor. You will have the skills necessary to engage in strategic communication and public relations for organizations, nonprofits and community groups.

**Description**

The minor program in public relations and strategic communications provides students with professional and academic expertise in areas as diverse as persuasion and campaign communications, public relations, crisis communications, special-events planning, marketing, and professional writing and editing. Additionally, students refine the presentation skills needed for public and community relations.

**At a Glance**

- **College/School:** [New College of Interdisciplinary Arts and Sciences](#)
- **Location:** [West campus](#)

**Program Requirements**

[Minor Map (Archives)](#)
[2021 - 2022 Minor Map](#)

The minor in public relations and strategic communications consists of 18 credit hours (a minimum of 12 must be upper division). A minimum of six upper-division credit hours must be completed through courses offered by the School of Social and Behavioral Sciences. Credit hours may not be shared between a student's major and minor requirements. Electives not on course list must be approved by an academic
advisor prior to enrollment. All courses used to satisfy requirements for the minor must be passed with a "C" (2.00) or better.

**Required Core Courses (choose three) -- 9 credit hours**

- COM 319: Persuasion and Social Influence (SB) (3)
- COM 320: Communication and Consumerism (SB) (3)
- COM 353: Professional Communication (3)
- COM 454: Rhetorical and Critical Approaches to Public Relations (3)

**Electives (choose three) -- 9 credit hours**

- ASB 374 / POS 374 / SBS 374 / SOC 374: Cultures and Politics of the Internet (SB) (3)
- COM 259: Communication in Business and the Professions (3)
- COM 319: Persuasion and Social Influence (SB) (3)
- COM 320: Communication and Consumerism (SB) (3)
- COM 353: Professional Communication (3)
- COM 414: Crisis Communication (3)
- COM 429: Semiotics and Visual Communication (3)
- COM 450: Organizational Communication (SB) (3)
- COM 454: Rhetorical and Critical Approaches to Public Relations (3)
- COM 457: New Media (3)
- COM 459: Theory and Methods of Social Media Networks (3)
- COM 484: Internship (3)
- ENG 301: Writing for the Professions (L) (3)
- ENG 311: Persuasive Writing (L) (3)
- ENG 410: Writing for Publication (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

**Enrollment Requirements**

**GPA Requirement:** None

**Incompatible Majors:** None

**Other Enrollment Requirements:** None

The minor in public relations and strategic communications is open to all ASU undergraduate majors.

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by
the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor for more information.

**Career Opportunities**

The minor program in public relations and strategic communication helps prepare students for diverse opportunities in business, government, industry, professional sports, politics, writing and editing, and public relations.

**Contact Information**

[School of Social and Behavioral Sciences](mailto:schoolofsocialandbehavioralsciences@asu.edu) | FAB N100
[bsadvising@asu.edu](mailto:bsadvising@asu.edu) | 602-543-3000