2021 - 2022 Minor Map
Public Relations and Strategic Communications

School/College: New College of Interdisciplinary Arts and Sciences  
Location: West campus

Program Requirements

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.