

Public Relations Minor Program Requirements

Paragraph summary of program and program student learning outcomes.

1. Students will construct communications for diverse audiences via a wide range of platforms.
2. Students will demonstrate proficiency in Public Relations and Journalism.
3. Students will apply visual communication techniques to a variety of strategic communications.
4. Students will design research instruments, enact Public Relations campaigns, and evaluate their effectiveness.
5. Students will apply theories and models in Public Relations to real-world situations.
6. Students will prepare a supervised senior project that results in a professional-quality Public Relations initiative for an outside organization.

Program requirements: 18 credits. The final GPA requirement for the Public Relations minor is 2.0. The Public Relations minor is not available to Public Relations Concentration or Communication major students.

Required Public Relations Minor Core Courses – 15 credits

- COMM 170 Introduction to Public Relations (3 credits)
- COMM 235 Public Relations Cases and Campaigns (3 credits)
- COMM 390 Communication Studies Internship (3 credits)
- PRWR 111 Journalism I (3 credits)
- PRWR 216 Writing for Public Relations (3 credits)

Elective Courses – 3 credits

Students must select one of the following courses:

- COMM 241 Public Relations Processes & Techniques (3 credits)
- COMM 311 Crisis Communications (3 credits)
- COMM 319 Integrated Marketing Communication (3 credits)
- PREL 250 Public Relations Ethics and Law (3 credits)
- PRWR 217 Storytelling in Public Relations (3 credits)
- PRWR 226 Desktop Publishing: Writing & Editing Newsletters (3 credits)
- PRWR 250 Writing for Social Media (3 credits)
- PRWR 316 PR for the Corporate Environment (3 credits)
- PRWR 326 Advanced Desktop Publishing: Writing & Designing Documents (3 credits)
- PREL 310 Research for Public Relations (3 credits)

Program Plan Code: PBRL

Effective Semester: Fall 2026



Public Relations Minor Check Sheet

Student Name:

Student ID Number:

This check sheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

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Required Public Relations Core Courses - 15 credits

COMM 170 Intro to Public Relations	3 credits	Grade:
COMM 235 PR Cases and Campaigns	3 credits	Grade:
COMM 390 Internship <i>or</i> PREL 390 Public Relations Internship	3 credits	Grade:
PRWR 111 Journalism I	3 credits	Grade:
PRWR 216 Writing for Public Relations	3 credits	Grade:
Total Credits	15 total credits	

Elective Courses - 3 credits

1 class from elective list	3 credits	Grade:
Total Credits	3 total credits	

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