

Public Relations Minor Requirements

The Minor in Public Relations provides opportunities for students to bolster their critical thinking and communication skills. Required coursework emphasizes foundational skills related to reputation management and organizational communication, and elective options provide the chance to build skills and portfolio pieces in social media, crisis communication, or visual communication.

Program Requirements: 18 credits. Students must have an overall GPA of 2.5 before declaring the minor in public relations. The final GPA requirement for public relations minor courses is 2.75. The public relations minor is not available to public relations major students.

Required Public Relations Core Courses – 15 credits

PRWR 111 Journalism (3 credits)
COMM 170 Introduction to Public Relations (3 credits)
COMM 235 Public Relations Cases & Campaigns (3 credits)
PRWR 216 Writing for Public Relations (3 credits)
PREL 310 Research for Public Relations (3 credits)

Electives – 3 credits

Students must select one of the following courses:

COMM 214 Public Relations Processes & Techniques (3 credits)
COMM 311 Crisis Communications (3 credits)
COMM 319 Integrated Marketing Comm (3 credits)
COMM 336 PR Workshop (3 credits)
PREL 250 Public Relations Ethics and Law (3 credits)
PREL 338 Personal PR: Entering the Profession (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)

Program Code: PBRL

Effective Date: Fall 2020

KU 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.

Required Public Relations Core Courses - 15 credits

PRWR 111 Journalism	3 credits	Grade:
COST 170 Introduction to Public Relations	3 credits	Grade:
COST 235 Public Relations Cases & Campaigns	3 credits	Grade:
PRWR 216 Writing for Public Relations	3 credits	Grade:
PREL 310 Research for Public Relations	3 credits	Grade:
Total Credits	15 total credits	

Elective Courses - 3 credits

Course 1:	3 credits	Grade:
Total Credits	3 total credits	

Program Plan Code: PBRL

Effective Date: Fall 2020