

PUBLIC RELATIONS, MINOR

Overview

The 18-credit hour minor in Public Relations provides students interested in the public relations industry—including media relations, event planning, non profit or corporate PR, research and planning—the opportunity to gain workforce specific skills.

Students in related fields such as Advertising, Digital Media & Marketing Communications, Graphic Design, Interactive UX/UI, and a Business-related major are encouraged to minor in Public Relations given the interrelated nature of the industries.

Requirements

Requirements for a Minor in Public Relations

Course ID	Title	Credits
MDES 2200	Principles of Public Relations	3
MDES 2210	Media Research	3
MDES 3210	Digital Public Relations	3
MDES 3220	PR Writing	3
Choose 1 of the following:		3
MDES 2110	Media Ethics & Equity	
MDES 2120	Media Law	
Choose 1 of the following:		3
MDES 3250	Non-Profit Communication	
MDES 3260	Health Communication	
MDES 3230	Media Relations	
MDES 3270	PR Event Planning	
Total Credit Hours		18