Public Relations Minor  (18 credits)
[COMM 205] Principles of Public Relations (3)
[COMM 351] Public Relations Writing (3)
[MRKT 130] Marketing Principles (3)
Nine credits from the following (9):
 [COMM 203] Basic Video and Editing Techniques (3)
 [COMM 207] Communication Design (3)
 [COMM 301] Persuasion (3)
 [COMM 310] Fundraising (3)
 [COMM 333] Business and Organization Communication (3)
 [COMM 353] Crisis Communication and Media Relations (3)
 [COMM 357] Event Planning (3)
 [COMM 426] Public Relations Campaign (3)
One of the following options*:
 [COMM 391] Communication Practicum (1-3)*
 [INTE 391] Internship (1-3)*
 [INTE 394] Internship (4-12)*

Note: Either MRKT 337 Integrated Marketing Communications OR MRKT 362 Social Media Marketing (but not both) may be substituted for 3 credits from the menu of COMM elective courses.*No more than 3 total credits from COMM 391 or 394/INTE 391 or 394 may be applied to the minor. COMM 392, INTE 391 and INTE 394 must be taken for a letter grade. COMM 391 placement must be external to the Department of Communication.

Requirements for students who declare the minor in 2017-18.