

PUBLIC RELATIONS, MINOR

A Minor in Public Relations consists of at least 18 hours in Communication Arts courses with a grade of "C" or better, including:

Code	Title	Hours
COMM 2210	Public Relations Principles and Practices	3
COMM 2253	Public Relations Writing	3
COMM 3207	Editing for Publications	3
COMM 3310	Advanced Public Relations	3
COMM 4317	Mass Media Law and Ethics	3
COMM elective 2000-level or above		3
Total Hours		18

A student may not minor in Public Relations while majoring in Communication Arts.

Objectives

Students in the Public Relations minor will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Demonstrate proficiency with appropriate transferable skills used by professionals in the communications/media fields.

- University SLO: 3. Communication Skills

Student Learning Outcome 2: Develop a critical understanding of the effects of evolving communication systems on society

- University SLO: 2. Critical and Creative Thinking Skills; 3. Communication Skills; 4. Information Fluency

Student Learning Outcome 3: Develop storytelling skills in fiction/non-fiction environments across a variety of media situations.

- University SLO: 2. Critical and Creative Thinking Skills; 3. Communication Skills; 4. Information Fluency