

Advertising & Public Relations Minor

The **Advertising & Public Relations minor** requires 22 credits, including:

Program: Public Relations and Advertising

Type: Minor

Required Courses

Required Courses

Item #	Title	Credits
COEM 175	Introduction to Electronic Media	2
COMM 113	Introduction to Mass Communication	3
COMM 214	Introduction to Media Writing	3
COMM 246	Interpersonal Communication Theory	3
COMR 333	Advertising	3
COMR 352	Public Relations	3

Take 3 credits from the following:

Item #	Title	Credits
COMM 345	Desktop Publishing Design	3
COMD 265	Digital Communication and Analysis	3
COEM 232	Video Production	3
COMR 372	Social Media Communication	3
COMD 355	Web Design and Development	3

Take 2 credits from the following:

Must include COMR 363. Only 2 credits of any workshop may be applied toward the major or minor.

Item #	Title	Credits
COMR 363	Advertising Workshop	1
COMB 348	Television and Radio Workshop	1
COMD 358	Multimedia Workshop	1
COMF 368	Film Workshop	1
COMS 316	Forensics Workshop	1
COMJ 317	Newspaper Workshop	1

Total credits:	22
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