The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The Public Relations Minor prepares students to function effectively in this dynamic environment.

**Required Coursework**

- JOU 2101 News Writing I ("B" or better in ENG 1001G or "C" in ENG 1001G & 1002G)
- CMN 3100 Persuasion
- CMN 2920 Introduction to Public Relations
- OR JOU 3920 Public Relations in Society (credit not granted for both CMN 2920 & JOU 3920)
- JOU 3705 Public Relations Writing (JOU 2101 and JOU 2901 prerequisite)
- OR CMN 3960 Advocacy and Message Design (CMN 2920 prerequisite)
- CMN 4920 Case Studies in Public Relations Problems (CMN 3960 prerequisite)
- OR JOU 4920 Case Studies in Public Relations Problems (JOU 4919 prerequisite, credit not granted for both CMN 4920 & JOU 4920)

**Electives** (selected from among the following in consultation with an advisor)

- BUS 3010 Management and Organizational Behavior (Junior standing prerequisite)
- BUS 3470 Principles of Marketing (Junior standing prerequisite)
- AET 2123 Digital Photography
- AET 3343 Digital Media Technologies (INT 1363 prerequisite)
- JOU 3001 Advanced Reporting and Research ("C" or better in JOU 2101 prerequisite)
- JOU 3102 Feature Writing ("C" or better in JOU 2101 prerequisite)
- JOU 4760 Advanced Publication Design ("C" or better in JOU 3300 or 3302 prerequisite)
- CMN 3230 Advanced Public Speaking (CMN 1310G prerequisite)
- CMN 3300 Interviewing
- CMN 3470 Small Group Communication
- CMN 3520 Radio Production (CMN 2550 & CMN 2525 prerequisites)
- CMN 3540 Videography (CMN 2575 prerequisite)
- CMN/JOU 3610 Broadcast News (CMN 2575 or JOU 3002 prerequisites)
- CMN/JOU 3620 Advanced Broadcast News (CMN/JOU 3610 prerequisite)

**Total Required Hours**