Public Relations Minor

Strategic Communications - Public Relations................18

Minor Code: 5348
Required courses................................................................. 12

MCOM 1173  Strategic Communications Writing
MCOM 2063  Introduction to Brand Communications/Advertising
MCOM 2193  Principles of Public Relations
MCOM 3163  Public Information Methods

Elective courses ................................................................. 6

Selected from the following:

MCOM 1123  Basic Photography
MCOM 2033  Media Production
MCOM 2153  Introduction to Organizational Communication
MCOM 2213  News Reporting
MCOM 3103  Strategic Communications Case Studies
MCOM 3333  Specialized Publications
MCOM 4063  Feature Writing
MCOM 4333  Newsletter Design

When approved by the Department Chair, Advanced Topics (3990), Seminars (4910), and Institutes (4960) may be taken as electives.

Minimum GPA................................................................. 2.50