

# MINOR IN PUBLIC RELATIONS

## Overview

Students minoring in public relations are provided a solid foundation into the principles and practice of strategy development in the field of public relations. Students then are able to choose from among various public relations electives to gain more extensive knowledge of elements of the PR field.

## Curriculum Requirements

Code	Title	Credit Hours
<b>Core Courses</b>		
STC 116	Principles of Public Relations	3
STC 201	Public Relations Strategy Development	3
<b>Electives</b>		
Choose three of the following with Public Relations faculty advisor: <sup>1</sup>		9
STC 102	Graphic Design for Strategic Communication	
STC 130	Writing for Strategic Communication	
STC 203	Advanced Graphic Design for Public Relations	
STC 232	Writing for Public Relations	
STC 234	Social Media Messaging and Strategies	
STC 290	Special Topics in Strategic Communication	
STC 311	Public Relations Research	
STC 316	Ethics in Strategic Communication	
STC 330	Travel and Tourism	
STC 346	Public Relations Message Development and Execution	
STC 381	Public Relations Internship	
STC 419	Women in PR	
STC 423	Crisis Communication and Management	
STC 424	Media Relations	
STC 426	Sports, Publicity, and Promotions	
STC 428	Public Relations Management	
STC 437	PR and Politics	
STC 444	Social Media Analytics	
STC 450	Strategic Communication in Health Care	
STC 460	Corporate Communication and Public Relations	
STC 482	International Public Relations	
STC 493	Special Topics in Public Relations	
<b>Total Credit Hours</b>		<b>15</b>

<sup>1</sup> It is the student's responsibility to meet any prerequisites for elective courses other than STC 116 and STC 201. Such prerequisites (these are listed as a link for each course) will not be waived.

\* A grade of C or higher is required in all courses (a C- is not acceptable).