

ADVERTISING AND PUBLIC RELATIONS MINOR

Please note that the Advertising and Public Relations minor is not available to students with majors in the School of Journalism and Mass Communications.

Students minoring in advertising and public relations will receive a solid background in the principles of advertising and public relations. The directed elective provides an opportunity to customize each minor.

Minor Requirements

Course	Title	Credits
Required Courses		
JOUR 101	Media and Society	3
JOUR 201	Principles of Public Relations	3
JOUR 202	Principles of Advertising and Brand Communications	3
Electives		
Select nine hours of any JOUR elective courses		9
Total Credit Hours		18