

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 |
|---|--|--------------|
| Required Courses | | |
| STC 116 | Principles of Public Relations | 3 |
| STC 201 | Public Relations Strategy Development | 3 |
| Select 9 credit hours from the list below with the approval of an Public Relations faculty advisor ¹ | | 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 290 | Special Topics in Strategic Communication | |
| STC 311 | Public Relations Research | |
| STC 316 | Ethics in Strategic Communication | |
| STC 330 | Travel and Tourism | |
| STC 334 | Social Media Messaging and Strategies | |
| 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 | |
| Total Credit Hours | | 15 |

¹ 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).