

ADVERTISING AND PUBLIC RELATIONS, MINOR

The Minor in Advertising and Public Relations provides a meaningful certification that leads to positive career outcomes and workforce readiness. This minor:

- Prepares students for entering the workforce and/or graduate programs in professional areas such as advertising, public relations, and marketing.
- Develops and strengthens students' critical thinking and writing skills for success in all further academic and professional endeavors.

Program Requirements

Code	Title	Credit Hours
Required Courses		6
CMS 3550	Introduction to Advertising	
CMS 3560	Introduction to Public Relations	
Elective Courses		9
Choose 3 of the following:		
CMS 2410	Digital Photography	
CMS 3110	Media Industries	
CMS 3600	Introduction to Broadcasting	
CMS 3700	Corporate Communication Design	
CMS 3720	New Media Design	
CMS 4610	Social Media	
CMS 4650	Audio Podcasting	
COMM 4100	Organizational Communication	
COMM 4510	Intercultural Communication	
MKTG 3101	Principles of Marketing	
MKTG 3302	Consumer Behavior	
Total Credit Hours		15