

Minor in Public Relations

24 units

Requirements

Code	Title	Units
Core Requirements		
PUBR 215	Public Relations and Social Media	3
PUBR 250	Introduction to Public Relations	3
COMM 200	Introduction to Mass Communication	3
PUBR 330	Writing 3: Public Relations Writing for Campaigns ¹	3
PUBR 400	Public Relations Management and Ethics	3
Electives		
Select 9 units from the following:		9
JOUR 315	Visual Design and Branding	
JOUR 335	Journalism Research Methods	
COMM 420	Conflict Management	
COMM 490	Communication Internship ²	
PUBR 325	Public Relations Agency	
PUBR 340	Digital Storytelling	
PUBR 350	Reputation Management	
PUBR 420	Public Relations, Non-profits and Social Causes	
PUBR 440	Public Relations and Entertainment	
PUBR 450	Public Relations International Experience	
PUBR 495	Special Topics in Public Relations: Crisis Communication	
PUBR 496	Public Relations Capstone	
Total Units		24

¹ Meets the General Education Writing 3 requirement.

² Meets the General Education Integrative and Applied Learning requirement.

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Identify major theories and development of the field of public relations.
2. Understand how public relations techniques create relationships between organizations and their different publics.
3. Apply Christian ethical principles to the practice of public relations.
4. Select public relations strategies and techniques to solve communication problems.
5. Utilize quantitative and qualitative tools to produce research in the field of public relations.
6. Create professional public relations campaigns.
7. Build a personal portfolio of public relations artifacts.