

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.