

PUBLIC RELATIONS/ ADVERTISING, MINOR - PRAD

Minor Requirements (18 Hours)

Code	Title	Credits
COMM 303	Advertising in Consumer Society	3
COMM 304	Public Relations	3
COMM 308	Persuasion	3
COMM 406	Marketing Communication	3
Select one of the following:		3
COMM 307	Organizational Communication	
COMM 350	Intercultural Communication	
COMM 369	Public Communication	
COMM 370	Political Communication	
COMM 383	Art and Entertainment Law	
COMM 454	Communication Ethics	
Select one of the following:		3
COMM 204	Social Media	
COMM 255	Magazine Writing	
COMM 257	Introduction to Journalism	
COMM 260	Digital Video Production	
COMM 266	Introduction to New Media	
COMM 404	Non-Profit Public Relations Campaigns and Theory	
COMM 486	Practicum/Production	
COMM 499	Internship	
Total Credits		18

Faculty/Professional Specialists

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