

# Public Relations, Minor

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**Chairperson:** *Nathan Gilkerson, Ph.D.*

The minor in public relations is designed to give students knowledge and skills to help organizations and brands accurately communicate their strategic messages to customers, employees, investors and the media. Students learn how to apply an integrated and creative approach to promote products and services by mastering public relations strategies and tactics, using both traditional and emerging technologies and social media.

## Public Relations Minor

Students are required to complete 18 credits (6 required and 12 elective credits) to complete the Public Relations minor.

### Required Courses

Code	Title	Hours
PURE 1800	Public Relations Principles	3
ADPR 2200	Media Writing	3
Choose two courses from PURE and two more courses from remaining ADPR or PURE courses.		12
<b>Total Credit Hours:</b>		<b>18</b>

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