



Department of Communication Studies

Public Relations Minor

Interdisciplinary Program

Effective Fall 2007

The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment.

Required Courses **21 hrs**

- JOU 2101 News Writing I (*Grade of "B" in ENG 1001G or "C" in both ENG 1001G and 1002G*)
- JOU 2901 Introduction to Copy Editing (*"C" or better in 2101*)
- JOU 3302 Editing and Design for Targeted Audiences (*"C" or better in 2101 and 2901*)
- CMN 3100 Persuasion
- CMN 3500 Electronic Media Relations
- CMN 4919 Public Relations Techniques (*CMN 3100, 3960, senior standing*)
- CMN 4920 Case Studies in Public Relations Problems (*CMN 4919*)

Internship **1 hr**

- CMN 4275 Internship

Electives (Select from the following in consultation with an adviser) **9 hrs**

- BUS 3010 Management and Organizational Behavior
- BUS 3470 Principles of Marketing
- INT 2123 Digital Photography and Imaging
- INT 3343 Digital Media Technologies
- JOU 3001 Advanced Reporting and Research (*"C" or better in 2101*)
- JOU 3100 News Photography (*"C" or better in 2101*)
- JOU 3102 Feature Writing (*"C" or better in 2101*)
- JOU 4760 Advanced Publication Design (*"C" or better in 3301 or 3302*)
- CMN 3470 Small Group Communication (*CMN 2030*)
- CMN 3230 Advanced Public Speaking (*CMN 1310G*)
- CMN 3300 Interviewing
- CMN 3520 Radio Production (*CMN 2550*)
- CMN 3540 Advanced Video Production (*CMN 2525, CMN 2675*)
- CMN 3610 Broadcast News Writing (*CMN 2525*)
- CMN 3620 Electronic News Gathering (*CMN 3610*)

Total **31 hrs**