

Strategic Communication & Public Relations Minor

The strategic communication and public relations minor provides students with an opportunity to learn how to influence and shape communication and messages to achieve organizational or personal goals. A minor in strategic communication and public relations is an excellent way to add to your skillset and effectiveness in any career path.

Students are advised to take the foundations course before or concurrently with other courses. Students should work with an advisor to select additional courses that are most appropriate to meet their educational goals.

Courses used to satisfy the requirements of the bachelor's degree in communication or another minor in communication may be used to satisfy the foundation requirements of this minor. However, 15 total credit hours beyond the bachelor's degree in communication or another minor in communication must be completed to earn this minor. Courses may be used concurrently to fulfill other university requirements, where appropriate. Students may take COM courses on a credit/no credit basis to meet the requirements of the minor only at the program's discretion.

Requirements

Foundation Courses: Students must complete the following foundational course in communication

COM 204	Introduction to Public Relations and Strategic Communication	3
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Elective Courses: ¹

Any 200-level, 300-level, or 400-level COM courses (from the approved list)	12
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Total Hours	15
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¹ Students must complete 12 additional credit hours of electives in communication. These elective courses can be any 200-level, 300-level, or 400-level COM courses from the approved list of courses for strategic communication and public relations. A maximum of 3 credit hours of electives may come from 200-level COM courses.