

# PUBLIC RELATIONS MINOR

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Department website (<https://www.uwp.edu/learn/programs/publicrelationsminor.cfm>)

College: College of Arts & Humanities

A minor in public relations allows students to develop a general understanding of the concepts and practices involved in being a public relations practitioner and or a member of an organization who is responsible for various communication tasks which help to create and maintain relationships between an organization and its publics.

## Requirements for the Public Relations Minor

| Code                         | Title   | Credits   |
|------------------------------|---|-----------|
| <b>Required Courses</b>      |   |           |
| COMM 108                     | Media and Society   | 3         |
| COMM 207                     | Introduction to the Communication Discipline (Part I)                   | 3         |
| COMM 208                     | Introduction to the Communication Discipline (Part 2)                   | 3         |
| COMM 322                     | Public Relations Concepts and Practices                                 | 3         |
| <b>Elective Courses</b>      |   |           |
| <i>Writing Course</i>        |   |           |
| Select one of the following: |   | 3         |
| COMM 255                     | Writing for Multimedia  |           |
| ENGL 168                     | Introduction to Professional Writing                                    |           |
| ENGL 204                     | Writing for Business and Industry                                       |           |
| <i>Practicum</i>             |   |           |
| Select one of the following: |   | 3         |
| COMM 480                     | Practicum in Organizational Communication                               |           |
| COMM 494                     | Communication Internship  |           |
| ENGL 494                     | Internship in Writing and Editing (with prior approval from PR advisor) |           |
| <b>Total Credits</b>         |   | <b>18</b> |