

EVENT PLANNING (MINOR)

The minor in Event Planning provides DePaul students across the university with a complete understanding of successful event executions that are relevant to their major fields. The course offerings in event planning cover a wide range of subject areas pertinent to successful planning, implementation and evaluation of special events. In addition, students learn to consider event planning processes from multiple perspectives, including logistics, programming, promotions, finance, and sponsorships.

Course Requirements

A minor in Event Planning requires students to complete a total of 24 credit hours (six courses). To complete the minor, students must take:

Course	Title	Quarter Hours
PRAD 255	PUBLIC RELATIONS	4
PRAD 320	EVENT PLANNING	4
PRAD 321	ADVANCED EVENT PLANNING	4
Select three of the following:		12
PRAD 244	PRINCIPLES OF ADVERTISING	
PRAD 256	WRITING FOR PUBLIC RELATIONS AND ADVERTISING	
PRAD 291	RESEARCH, DATA AND INSIGHTS	
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS	
PRAD 335	DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS	
PRAD 336	ADVERTISING CAMPAIGNS	
PRAD 337	PUBLIC RELATIONS CAMPAIGNS	
PRAD 339	INTEGRATED COMMUNICATION CAMPAIGNS	
PRAD 340	BRAND ACTIVATION AND CONSUMER PROMOTION	
PRAD 351	COPYWRITING	
PRAD 352	DIGITAL ADVERTISING	
PRAD 356	ADVANCED WRITING FOR PUBLIC RELATIONS	
PRAD 357	ADVERTISING PORTFOLIO	
PRAD 362	ENGAGING LATINX COMMUNITIES	
PRAD 373	PUBLIC RELATIONS & ADVERTISING ENTREPRENEURS	
PRAD 374	MEDIA RELATIONS	
PRAD 375	COMMUNICATION LAW	
PRAD 376	CRISIS COMMUNICATION MANAGEMENT	
PRAD 378	CREATIVITY IN ADVERTISING	
PRAD 379	ADVERTISING MEDIA PLANNING	
PRAD 382	NON-PROFIT PUBLIC RELATIONS	
PRAD 384	INTERNATIONAL PUBLIC RELATIONS	

Students majoring in Public Relations and Advertising can earn this minor.