

PUBLIC RELATIONS AND ADVERTISING (MINOR)

Students pursuing a Public Relations and Advertising minor develop an understanding of public relations and advertising theories and practices. Additionally, students learn to consider public relations and advertising processes, products and effects from multiple perspectives, while strengthening critical thinking, writing, and speaking skills.

Course Requirements

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

Course	Title	Quarter Hours
PRAD 244 or PRAD 255	PRINCIPLES OF ADVERTISING PUBLIC RELATIONS	4
PRAD 256	WRITING FOR PUBLIC RELATIONS AND ADVERTISING	4
PRAD 291	RESEARCH, DATA AND INSIGHTS	4
Select three of the following:		12
PRAD 290	PUBLIC RELATIONS AND ADVERTISING WORKSHOP (VARIABLE TOPICS) (2.0 quarter hours)	
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS	
PRAD 320	EVENT PLANNING	
PRAD 321	ADVANCED EVENT PLANNING	
PRAD 334	ADVERTISING AND PUBLIC RELATIONS ETHICS	
PRAD 335	DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS	
PRAD 336	ADVERTISING CAMPAIGNS	
PRAD 337	PUBLIC RELATIONS CAMPAIGNS	
PRAD 338	HEALTH AND PUBLIC RELATIONS	
PRAD 339	INTEGRATED COMMUNICATION CAMPAIGNS	
PRAD 340	BRAND ACTIVATION AND CONSUMER PROMOTION	
PRAD 351	COPYWRITING	
PRAD 352	DIGITAL ADVERTISING	
PRAD 353	PSYCHOLOGY OF ADVERTISING	
PRAD 354	PERSONAL BRANDING	
PRAD 356	ADVANCED WRITING FOR PUBLIC RELATIONS	
PRAD 357	ADVERTISING PORTFOLIO	
PRAD 362	ENGAGING LATINX COMMUNITIES	
PRAD 363	THE MEETING OF SPORTS AND ADVERTISING	
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 381	ADVERTISING AND CHILDREN
PRAD 382	NON-PROFIT PUBLIC RELATIONS
PRAD 385	INTERNATIONAL ADVERTISING
PRAD 386	BATEMAN PUBLIC RELATIONS STRATEGY
PRAD 387	BATEMAN PUBLIC RELATIONS CAMPAIGNS
PRAD 388	AAF STRATEGY
PRAD 389	AAF CAMPAIGNS
PRAD 393	SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING
PRAD 397	FOX SPORTS UNIVERSITY
CMN 394	MAKING THE MOST OF YOUR COMMUNICATION INTERNSHIP
CMN 395	COMMUNICATION INTERNSHIP SPECIAL TOPICS

Students majoring in Public Relations and Advertising are restricted from earning this minor.