

University of Northern Iowa
Department of Communication and Media—Public Relations Minor
2024-2025 Minor Requirements – 21 hours

What is a Minor?

A minor is a smaller concentration of courses in a secondary area of study (fewer credit hours required for a minor). A student declares a minor on the Declaration of Curriculum form. A minor will be reflected on a degree audit and transcript once the declaration form has been filed. Minors may be disciplinary or interdisciplinary – drawing from coursework from a variety of academic departments. Minors are optional for most majors. Note that teaching minors are only available to students who are declared in a teaching major.

To Fully Declare a Public Relations Minor:

- ✓ File a new Declaration of Curriculum in order to declare a major or minor

Required (15 hrs.)

<input type="checkbox"/>	COMM PR 1811	Principles of Public Relations	3 hrs.
<input type="checkbox"/>	COMM PR 3855	Public Relations Writing (COMM DM 1620)	3 hrs.
<input type="checkbox"/>	COMM PR 4811	Public Relations: Cases and Studies (Sr. or instructor consent)	3 hrs.
<input type="checkbox"/>	COMM PR 4822 OR	Global Public Relations (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4859	Social Media (Jr.)	
<input type="checkbox"/>	COMM PR 4856 OR	Public Relations Special Events Planning (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4858	Sports Public Relations (Jr.)	

Electives: Select 2 of the following courses (6 hrs.)

<input type="checkbox"/>	CM CORE 1001	Digital Toolbox	3 hrs.
<input type="checkbox"/>	CM CORE 1010 OR	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	CM CORE 2020 OR	Communication Research Methods	
<input type="checkbox"/>	COMM DM 1611	Media and Power	
<input type="checkbox"/>	CM CORE 4124	Communication and Media Theories	3 hrs.
<input type="checkbox"/>	COMM 3055	Organizational Communication	3 hrs.
<input type="checkbox"/>	COMM 3155	Professional and Public Communication	3 hrs.
<input type="checkbox"/>	COMM 3455	Creativity, Storytelling and Identity	3 hrs.
<input type="checkbox"/>	COMM DM 1620	Fundamentals of Journalism	3 hrs.
<input type="checkbox"/>	COMM DM 4630	Digital Media Law and Ethics (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 3844	Public Relations: Integrated Communications (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4822	Global Public Relations (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4857	Crisis Communication (Jr.)	3 hrs.

For more information, please contact:

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