

Minor in Public Relations and Advertising

Please note: No more than 9 credits may be double-counted between your Major and Minor

| Code | Title | Credits |
|---|--|-----------|
| CMP 1110 | Media Writing | 3 |
| CMP 2241 | Introduction to Public Relations | 3 |
| CMP 2261 | Introduction to Advertising | 3 |
| Choose 9 credits of electives (at least 6 credits must be 3000-level or above) | | 9 |
| CMP 2203 | Media Literacy | |
| CMP 2231 | Introduction to Graphic Design | |
| CMP 3307 | Introduction to Social Media | |
| CMP 3346 | Public Relations Writing | |
| CMP 3365 | Advertising Strategy and Copywriting | |
| CMP 3367 | Media Planning and Analytics | |
| CMP 4440 | Sport Public Relations | |
| CMP 4446 | Public Relations Campaigns | |
| CMP 4460 | National Student Advertising Competition | |
| CMP 4465 | Advertising Campaigns | |
| Total Credits | | 18 |