



PUBLIC RELATIONS AND ADVERTISING MINOR

Name: _____

Semester Admitted: _____

NUID: _____

Concentration/Major: _____

Students must complete 18 credit hours with 12 of those credit hours in JMC 2100, 2500, 3230, and 3620 and 6 credits from any of the following: 2110, 2620, 4040, 4250, 4260, or 4300. All courses must be completed with a grade of "C" or higher.

REQUIRED COURSES	
JMC 2100	MEDIA WRITING (3)
JMC 2500	SOCIAL MEDIA COMMUNICATION (3)
JMC 3230	PRINCIPLES OF PUBLIC RELATIONS (3)
JMC 3620	PRINCIPLES OF CREATIVE ADVERTISING (3)

MINOR ELECTIVE COURSES	
Choose 6 credits from the following classes. Check prerequisites or obtain permission from instructor.	
JMC 2110	PHOTOGRAPHY (3)
JMC 2620	PUBLIC RELATIONS & AD. DESIGN (3)
JMC 4040	SOCIAL MEDIA MEASUREMENT AND MGMT. (3)
JMC 4250	STRATEGIC WRITING FOR PR AND ADV. (3)
JMC 4260	MEDIA RELATIONS (3)
JMC 4300	CRISIS & RISK COMMUNICATION (3)

Effective Fall 2025