

Public Relations and Strategic Communication, Minor

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Requirements

The BA/BS/Minor will give students the opportunity to earn a full major/minor in the field of public relations and strategic communication. This degree prepares students with the necessary skills to communicate (a) visually, (b) orally, and through the (c) written word in traditional and digital mediums, as demanded by the ever-changing nature of strategic communication and public relations.

Total Program Credits: 18

Discipline Core Requirements:		18 Credits
COMM 2300	Introduction to Public Relations and Strategic Communication	3
COMM 3520	Public Relations and Strategic Communication Case Studies	3
COMM 3530	Public Relations and Strategic Communication Writing	3
Complete 9 credits of Communication courses, 6 must be upper-division credits (3000-4000 level classes)		9

Graduation Requirements:

1. Complete all communication classes with a C- or better

Public Relations and Strategic Communication, Minor Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Semester 3	Course Title	Credit Hours
COMM 2300	Introduction to Public Relations and Strategic Communication	3
	Semester total:	3
Semester 4	Course Title	Credit Hours
COMM Elective		3
	Semester total:	3
Semester 5	Course Title	Credit Hours
COMM 3530	Public Relations and Strategic Communication Writing	3
	Semester total:	3
Semester 6	Course Title	Credit Hours
COMM Upper Division Elective		3
COMM 3520	Public Relations and Strategic Communication Case Studies	3
	Semester total:	6
Semester 7	Course Title	Credit Hours
COMM Upper Division Elective		3
	Semester total:	3
	Degree total:	18