PUBLIC RELATIONS MINOR

for the Minor in Public Relations

The Public Relations (PR) minor is designed to provide undergraduate students with a foundational understanding of how public relations practitioners manage relationships between organizations and their stakeholders and manage the reputations of those organizations. Courses within the PR minor will help students develop skills in writing, research, strategic planning, relationship management, and crisis communication that can be applied in business, nonprofit, or government contexts.

Students who plan to pursue careers in public relations, advertising, journalism, communications, marketing, or other related fields will find that the PR minor serves as a valuable complement to the courses in their major. Students from other majors who wish to have a better understanding of the role public relations plays in organizations and who wish to sharpen skills in writing, persuasion, strategic planning, and public communication will also benefit from the minor. The minor requires a minimum of 18 credit hours. Students majoring in Advertising or Journalism must complete at least six hours of advanced course work for the minor distinct from credits earned for their major.

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Code	Title	Hours
Foundations of public relations		**9**
Courses all students must complete:		
JOUR 200	Introduction to Journalism	
ADV 310	Intro to Public Relations	
ADV 410	Public Relations Strategies	
Writing for public relations and media		**3-4**
Students must select one course from:		
ADV 350	Writing for Public Relations	
JOUR 210	Newsgathering Across Platforms	
CMN 220	Communicating Public Policy	
Advanced topics in public relations		**6**
Students must select two courses from:		
ADV 393	Advertising and Society	
ADV 490	Advanced Special Topics in Advertising [1]	
ADV 494	Persuasion Consumer Response	
JOUR 360	Working with the Press	
JOUR 453	Crisis Communications	
JOUR 460	Special Topics [1]	
CMN 321	Strategies of Persuasion	
CMN 377		
CMN 464	Health Communication Campaigns	
Total Hours		**18-19**

[1] Will be announced in course description as "Eligible for PR minor."

Undergraduate Programs

majors: Advertising, BS (http://catalog.illinois.edu/undergraduate/media/advertising-bs/) | Computer Science + Advertising, BS (http://catalog.illinois.edu/undergraduate/eng_media/computer-science-advertising-bs/) | Journalism, BS (http://catalog.illinois.edu/undergraduate/media/journalism-bs/)
minors : Journalism (http://catalog.illinois.edu/undergraduate/media/minors/journalism/) | Media (http://catalog.illinois.edu/undergraduate/media/minors/media/) | Public Relations (p. 1)

Graduate Programs

degrees: Advertising, MS (http://catalog.illinois.edu/graduate/media/advertising-ms/) | Journalism, MS (http://catalog.illinois.edu/graduate/media/journalism-ms/) | Strategic Brand Communication, MS (http://catalog.illinois.edu/graduate/media/strategic-brand-communication-ms/)

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Public Relations Minor website (https://media.illinois.edu/advertising/degrees-programs/pr-minor/)

College of Media admissions & degree requirements (http://catalog.illinois.edu/schools/media/)
College of Media website (https://media.illinois.edu/)

Declare Public Relations Minor (https://go.illinois.edu/minordeclaration/)