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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ADV 410</td>
<td>Public Relations Strategies</td>
<td>3-4</td>
</tr>
</tbody>
</table>

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 Propaganda and Modern Society
- CMN 464 Health Communication Campaigns

**Total Hours** 18-19

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

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**Programs in Advertising**

**Undergraduate Programs:**

- **major:** Advertising, BS (http://catalog.illinois.edu/schools/media/academic-units/advertising/#undergraduate-text)
- **major:** Computer Science & Advertising, BS (http://catalog.illinois.edu/undergraduate/media/departments/advertising/csadv/)
- **minor:** Media (http://catalog.illinois.edu/undergraduate/media/minors/media/) | Public Relations (p. 1)

**Graduate Programs:**

- **degree:** Advertising, MS (http://catalog.illinois.edu/graduate/media/advertising-ms/)
- **degree:** Strategic Brand Communication, MS (http://catalog.illinois.edu/graduate/bus_media/strategic-brand-communication-ms/)

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**for the Minor in Public Relations**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Foundations of public relations</td>
<td>9</td>
</tr>
</tbody>
</table>

**Courses all students must complete:**

- JOUR 200 Introduction to Journalism
- ADV 310 Intro to Public Relations

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Information listed in this catalog is current as of 10/2021