

Public Relations & Advertising Minor Checklist

2022-2023 Bulletin Year

Consult advisor regarding course selection and proper sequencing

Lower-Division Requirements		
	CMM145 Introduction to Media Studies	3
	CMM150 Introduction to Public Speaking	3
	CMM220 Principles of Strategic Communication	3
	WRI251 Introduction to Media Writing	3
	ART208 Introduction to Digital Design	3

Total Lower-Division Hours: 12

Upper-Division Requirements		
	Choose one of the following:	
	CMM324 Media Law	3
	Choose one of the following:	
	CMM335 Communication Research	3
	CMM370 Communication Theory	3
	Choose one of the following:	
	CMM365 Strategic Writing	3
	CMM366 Strategic Planning for PR and Advertising	3

Total Upper-Division Hours: 9

Total Hours for Minor: 21

Additional requirements

- All courses of the minor must have a grade of at least C- and a cumulative average of at least C (2.0)