Strategic Public Relations Minor

Millersville University’s Strategic Public Relations minor balances study of the discipline in classroom and applied settings. The foundation of effective strategic communication and public relations consists of communication and public relations theory, social science research, media studies, digital communication, cultural studies and more.

Regulations Governing Minor Course Work
1. There shall be a minimum of 18.0 credit hours with a minimum Millersville QPA of 2.0.
2. Only one course which counts toward your major may be counted toward your minor.
3. Courses that count toward a minor are also eligible to be used to satisfy the current University-wide General Education requirements subject to normal distribution requirements.
4. At least two courses should be at the upper-division level (300-400). Exceptions may be requested upon evidence of program depth.
5. No course needed for the minor may be taken Pass-Fail.
6. One-half or more of the work required for the minor must be completed at Millersville University.
7. No student may minor in his or her major.

Minor in Strategic Public Relations

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Intro to Communication or Communication Theory (C-Minimum) - Choose 1 of the following:</td>
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<tr>
<td>COMM 101</td>
<td>Introduction to Communication</td>
<td>3</td>
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<td>COMM 201</td>
<td>Theory of Communication</td>
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<td>COMM 251</td>
<td>Public Relations I: Intro to Principles &amp; Theory</td>
<td>3</td>
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<td>COMM 351</td>
<td>Public Relations II: Public Relations Writing</td>
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ELECTIVES

9 credits of elective are required, minimum of 6 credits at the 300/400 level, 3 credits from Group A and 3 credits from Group B.

Group A Electives - Choose 3 hours from:
- COMM 224 Organizational Communication 1
- COMM 225 Nonprofit Sector Communication
- COMM 335 Comm & Emerging Technologies
- COMM 461 Health Communication

Group B Electives - Choose 3 hours from:
- WRIT 343 Theories of Rhetoric
- COMM 371 Crisis Emergency & Risk Comm
- COMM 380 Digital Media Writing
- COMM 390 Social Media Campaigns
- COMM 403 Persuasion & Social Media Infl
- COMM 441 Political Communication

Open Elective - Choose 3 hours from:
- COMM 224 Organizational Communication 1
- COMM 225 Nonprofit Sector Communication
- COMM 335 Comm & Emerging Technologies
- COMM 461 Health Communication
- WRIT 343 Theories of Rhetoric
- COMM 371 Crisis Emergency & Risk Comm

Total Hours 18