

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

Code	Title	Hours
Intro to Communication or Communication Theory (C- Minimum) - Choose 1 of the following:		
COMM 101	Introduction to Communication	3
COMM 201	Theory of Communication	
COMM 251	Public Relations I: Intro to Principles & Theory	3
COMM 351	Public Relations II: Public Relations Writing	3
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:		3
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:		3
WRIT 343	Rhetoric of Marginalized Communities	
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:		3
COMM 224	Organizational Communication 1	
COMM 225	Nonprofit Sector Communication	
COMM 335	Comm & Emerging Technologies	
COMM 461	Health Communication	
WRIT 343	Rhetoric of Marginalized Communities	
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	
Total Hours		18