

# Minor in Public Relations and Advertising

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Code	Title	Credits
CMP 1110	Media Writing	3
CMP 2241	Introduction to Public Relations	3
CMP 2261	Introduction to Advertising	3
<b>Choose 9 credits of electives (at least 6 credits must be 3000-level or above)</b>		<b>9</b>
CMP 2203	Media Literacy	
CMP 2231	Introduction to Graphic Design	
CMP 3307	Social and Interactive Media Campaigns	
CMP 3346	Public Relations Writing	
CMP 3365	Advertising Strategy and Copywriting	
CMP 3367	Advertising Media Planning	
CMP 4440	Sport Public Relations	
CMP 4446	Public Relations Campaigns	
CMP 4460	National Student Advertising Competition	
CMP 4465	Advertising Campaigns	
Total Credits		18