

Minor in Public Relations and Advertising

Please note: No more than 9 credits may be double-counted between your Major and Minor

Code	Title	Credits
CMP 1110	Media Writing	3
CMP 2241	Introduction to Public Relations	3
CMP 2261	Introduction to Advertising	3
Choose 9 credits of electives (at least 6 credits must be 3000-level or above)		9
CMP 2203	Media Literacy	
CMP 2231	Introduction to Graphic Design	
CMP 3307	Introduction to Social Media	
CMP 3346	Public Relations Writing	
CMP 3365	Advertising Strategy and Copywriting	
CMP 3367	Media Planning and Analytics	
CMP 4440	Sport Public Relations	
CMP 4460	National Student Advertising Competition	
CMP 4467	Integrated Marketing Communication Campaigns	
Total Credits		18