

# Public Relations and Advertising 2014

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## Public Relations & Advertising Minor

### Minor Requirements

Required Credits: 21

#### Required Courses

COMM 112	Understanding Media and Social Change	3
COMM 114	Human Communication	3
COMM 212	Interpersonal Communication	3
COMM 216	Intercultural Communication	3
COMM 375	Principles and Practices of Advertising and Public Relations	3
Professional Specialization: Select two of the following:		6
COMM 313	Editorial Processes	
COMM 376	Advertising Creative Strategies	
COMM 377	Advertising Media Planning	
COMM 472	Public Relations Campaigns	
COMM 476	Advertising Campaign Practicum	
COMM 477	Research for Strategic Communication	
COMM 485	Crisis Communications in Public Relations	
COMM 486	Principles of Risk Communication	

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Total Credits

21

### Minor Requirements and Notes

- A minimum of 8 credits must be taken at NDSU.