

COLLEGE OF ARTS, HUMANITIES, & SOCIAL SCIENCES

MINOR: PUBLIC RELATIONS & ADVERTISING

ACADEMIC YEAR: 2013-2014

REQUIRED CREDITS: 21

Required Courses - 15 Credits

COMM 112	Understanding Media & Social Change	3 cr
COMM 114	Human Communication	3 cr
COMM 212	Interpersonal Communication	3 cr
COMM 216	Intercultural Communication	3 cr
COMM 375	Principles/Practices of Adv & Public Relations	3 cr

Professional Specialization - 6 credits

COMM 313	Editorial Processes	3 cr
COMM 376	Advertising Creative Strategies	3 cr
COMM 377	Advertising Media Planning	3 cr
COMM 472	Public Relations Campaigns	3 cr
COMM 476	Advertising Campaign Practicum	3 cr
COMM 477	Research for Strategic Communication	3 cr
COMM 485	Crisis Communication in Public Relations	3 cr
COMM 486	Principles of Risk Communication	3 cr

Minor Requirements and Notes:

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