PUBLIC RELATIONS MINOR

A Minor in Public Relations complements other majors as most careers require understanding of internal and external communications. Studying public relations will enable students to better communicate with customers, clients, audiences, supervisors, and teammates. Students will study the variety of communication strategies, tactics, and media platforms public relations practitioners use to build and maintain positive relationships and favorable images for clients. Common job areas include media relations, event planning, corporate communications, content creator, crises management, publicity, public affairs, and government relations. A Minor in Public Relations would offer benefits to students in multiple disciplines, including Business, Marketing, English, Theater, Fine Arts, Political Science, Healthcare, Environmental Sustainability, Education, Women and Gender Studies, and Social Work.

Related Programs

Major

- Advertising Public Relations (BA) (https://catalog.luc.edu/undergraduate/communication/advertising-public-relations/public-relations-ba/)

Combined

- Advertising Public Relations/International Affairs (BA/MA) (https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-international-affairs-bama/)
- Advertising Public Relations/Marketing (BA/MSM) (https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-marketing-ba-msm/)

Curriculum

Code	Title	Hours
School of Communication Core		
COMM 175	Introduction to Communication	3
Public Relations Foundation Courses		
COMM 210	Principles of Public Relations	3
COMM 213	Digital Foundations	3
Public Relations Focus Courses		
COMM 314	Public Relations Cases	3
COMM 318	Public Relations Writing [1]	3
Electives		
Select two of the following:		6
COMM 101	Public Speaking & Critical Thinking	
or COMM 103	Business & Professional Speaking	
COMM 205	Reporting Basics I: Writing and Interviewing [1]	
COMM 268	Persuasion	
COMM 278	International Public Relations	
COMM 282	Media Law	
COMM 290	Branding and Positioning	
COMM 311	Health Communication	
COMM 312	Special Events Planning	
COMM 313	Corporate and Organizational Communication	
COMM 317	Media Planning	
COMM 320	Public Service Communication [2]	
COMM 329	Advertising and Public Relations Design	
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	
COMM 337	AD/PR Multimedia Commercial Production [2]	
COMM 345	Student Agency [3]	
COMM 370	Special Topics in Advertising & Public Relations	
COMM 375	Media Relations	
COMM 391	Advertising/Public Relations Internship [2]	
Total Hours		**21**

[1] Writing Intensive (https://catalog.luc.edu/undergraduate/communication/)

[2] Satisfies Engaged Learning (https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/) requirement

[3] Inigo (https://www.inigocomm.com/)

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
Sophomore		
Fall		
COMM 175	Introduction to Communication	3
	Hours	**3**
Spring		
COMM 210	Principles of Public Relations	3
	Hours	**3**
Junior		
Fall		
COMM 213	Digital Foundations	3
	Hours	**3**
Spring		
COMM 318	Public Relations Writing	3
	Hours	**3**
Senior		
Fall		
COMM 314	Public Relations Cases	3
	Hours	**3**
Spring		
Minor Elective #1		3
Minor Elective #2		3
	Hours	**6**
	Total Hours	**21**

Learning Outcomes

- Learn how to create and implement strategic public relations communication campaigns for industry products and services that are relevant to consumer needs and wants.

- Write and design messages to reach diverse audiences and for distribution through multiple channels, including both traditional and digital media.
- Implement ethical communication practices that are socially responsible and in the mutual interests of the organization and the community.