University of Wisconsin
Whitewater

PUBLIC RELATIONS MINOR (24 CREDITS)
(Students must have a 2.25 GPA within the minor at time of completion to qualify for graduation)

REQUIRED CORE COURSES. 15 CREDITS

Course No.	Course Name	Prerequisites
Introductory Core		
_____ COMM 202	Principles of Public Relations	None
_____ COMM 203	Public Relations Tactics I	Coreq: COMM 202
*Intermediate Core, once **both** courses above have been completed*		
_____ COMM 204	Public Relations Tactics II	COMM 202, 203
_____ COMM 302	Public Relations Strategies	COMM 202, 203
*Advanced Core, once **all four** courses above **and Comm 275** have been completed*		
_____ COMM 402	Public Relations Planning	COMM 202, 203, 204, 275 and 302

REQUIRED COURSE. 3 CREDITS.

Course No.	Course Name	Prerequisites
_____ COMM 275	Adv & PR Research Literacy	JOURNLSM 220 or COMM 202

ELECTIVES. 6 CREDITS.

Course No.	Course Name	Prerequisites
_____ COMM 240	Public Speaking (GH)	COMM 110
_____ COMM 326	Communication and Gender	Sophomore standing
_____ COMM 327	Introduction to Corporate Communication	Sophomore standing
_____ COMM 345	Persuasion	COMM 110
_____ COMM 363	Introduction to Health Communication	Sophomore standing
_____ COMM 422	Communication Theories	Junior standing
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ COMM 491	Travel Study	Department consent
_____ COMM 493I	Internship in Communication-Public Relations	Department consent
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 248	Publication Layout	JOURNLSM 227 or 220 or COMM 203
_____ JOURNLSM 303	Feature Writing	JOURNLSM 227 or 241 or COMM 203
_____ JOURNLSM 310	Publication Photography	None
_____ JOURNLSM 347	Journalism for the Web	JOURNLSM 237
_____ JOURNLSM 364	Advertising & PR Account Management	COMM 302 or JOURNLSM 322
_____ JOURLSM 420	Law of Mass Communication	JOURNLSM 227 or 220 or COMM 131
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 or 220 or any course in Poli Sci or Sociology & Junior standing or department consent
_____ MARKETING 311	Principles of Marketing	Junior standing and 2.0 GPA for minors
_____ MAGD 150	Introduction to Media Arts & Game Development	None