

# **Public Relations Minor**

## **Program Description**

The Public Relations Minor at KSU introduces you to the history, roles and functions of public relations, considering relevant theory, ethics, industry and career concerns. You will learn effective communication methods with diverse organizations, applications and implications of persuasion and crisis management tactics. These relevant methods, strategies and principles will help you achieve in various markets and fields in your future career.

Additionally, you will have the opportunity to learn applicable skills to use in media relations, social media and special events, entertainment, and ethics.



This program is a part of the Norman J. Radow College of Humanities and Social Sciences.

## **Admission, Enrollment, and Graduation Policies**

### Admission Requirements

This program does not have specific admission requirements and only admission to Kennesaw State University is required. For more information, please visit the Admissions section of the catalog.

### Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

## **Program Course Requirements**

### **Required Courses (12 Credit Hours)**

- PR 3335: Public Relations Principles
- PR 3355: Public Relations Cases
- PR 3429: Persuasion Methods and Strategies
- PR 4460: Crisis Communication

### **Elective Courses (3 Credit Hours)**

Choose one of the following:

- PR 4415: Topics in Public Relations
- PR 4210: Social Media for Strategic Communication

**Program Total (15 Credit Hours)**