



PUBLIC RELATIONS

FPU BRINGS A TRADITION OF EXCELLENCE
INTO THE PUBLIC RELATIONS MINOR



DANICA THOROUGHGOOD '17

Public relations is about building connections—simply put, it is the management of relationships between organizations and the public. Creating and distributing communications to foster public awareness and discourse on organizational news and events are a key part of every company’s business communications. Many organizations are investing more heavily in public relations than ever before, especially in social media and other web-based initiatives.

The Public Relations minor focuses on a blend of marketing and communication courses and experiences. The program is designed to develop the necessary knowledge and skills to manage relationships through effective communication and persuasion, media and organizational relations, and legal and ethical decision-making practices.

To earn the Public Relations minor, you must successfully complete an 18-credit course of study.

PUBLIC RELATIONS

ADVANTAGES OF A PUBLIC RELATIONS MINOR

The Public Relations minor enhances skills for a career in communications, journalism, marketing, business, politics, or other fields. Courses will prepare you to work in advertising agencies, corporate and non-profit marketing departments, public relations firms, and other media organizations.

In addition to building foundational knowledge and skill sets for a diverse range of positions, the curriculum focuses on research, legal, and ethical issues associated with public relations. You will explore all types of media— print, video, social media, broadcast, web, and other new media formats.

MINOR REQUIREMENTS

The public relations minor has six, 3-credit required courses

BA213	Business Law I
COMM130	Introduction to Media Studies or
MK201	Principles of Marketing
COMM100	Communication, Media, and Society or
COMM110	Journalism I
MK333	Marketing Research
MK335	Public Relations

Choose one of the following courses

COMM310	Convergent Journalism
COMM335	American Political Culture and Media
MK304	Advertising

APPLY TODAY!

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Franklin Pierce University
College of Business