

PUBLIC RELATIONS, ADVERTISING and SOCIAL MEDIA MINOR 2023-2024 Requirements

PUBLIC RELATIONS, ADVERTISING, and SOCIAL MEDIA MINOR **18 credits**

COMM	110	Mass Media Literacy	3 credits
COMM	120	Visual Storytelling	3 credits
PRAD	206	Intro to Ad/PR	3 credits
PRAD	326	Integrated Marketing	3 credits

Two PRAD Electives

PRAD

PRAD

*Students cannot transfer in more than 9 credits toward the minor requirements.

*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.