

## PUBLIC RELATIONS, ADVERTISING and SOCIAL MEDIA MINOR 2025-2026 Requirements

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

COMM	110	Media Literacy	3 credits
COMM	120	Visual Storytelling	3 credits
PRAD	206	Introduction to PR/AD	3 credits
PRAD	326	Integrated Marketing Communication	3 credits

### ***Two PRAD Electives***

PRAD
PRAD

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\*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.