

# PUBLIC RELATIONS, ADVERTISING and SOCIAL MEDIA MINOR

## 2024-2025 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

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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.