

Public Relations and Strategic Communications, **Minor**

HSPRSMIN

Learn how to promote events, write press releases and design social media campaigns, and you'll have the skills you need to engage in strategic communication and public relations for organizations, nonprofits and community groups.

Description

The minor in public relations and strategic communications provides students with professional and academic expertise in areas as diverse as public relations campaign planning, persuasive messaging, media relations, communication evaluation, crisis communication and social media management. Additionally, students refine the professional writing and presentation skills needed for any communication profession.

At a glance

- **College/School:** [New College of Interdisciplinary Arts and Sciences](#)
- **Location:** [West Valley](#)

Program requirements

[2024 - 2025 Minor Map](#)

[Minor Map \(Archives\)](#)

The minor in public relations and strategic communications consists of 18 credit hours of coursework, of which a minimum of 12 hours must be upper division. A minimum of six upper-division credit hours must be completed through courses offered by the School of Social and Behavioral Sciences. Credit hours may not be shared between major and minor requirements. All courses used to satisfy requirements for the minor must be passed with a "C" (2.00) or better.

Electives not on the course list must be approved by an academic advisor prior to enrollment.

Required Core Courses (choose three) -- 9 credit hours

COM 319: Persuasion and Social Influence (CIVI OR SB) (3)

COM 320: Communication and Consumerism (SB) (3)

COM 353: Professional Communication (3)

COM 454: Rhetorical and Critical Approaches to Public Relations (3)

Electives (choose three) -- 9 credit hours

ASB 374 / POS 374 / SBS 374 / SOC 374: Cultures and Politics of the Internet (SB) (3)

COM 259: Communication in Business and the Professions (CIVI) (3)

COM 319: Persuasion and Social Influence (CIVI OR SB) (3)

COM 320: Communication and Consumerism (SB) (3)

COM 353: Professional Communication (3)

COM 414: Crisis Communication (3)

COM 415: Risk Communication (3)

COM 429: Visual Communication and Semiotics (3)

COM 450: Organizational Communication (SOBE OR SB) (3)

COM 454: Rhetorical and Critical Approaches to Public Relations (3)

COM 457: New Media (3)

COM 459: Theory and Methods of Social Media Networks (3)

COM 484: Internship (3)

ENG 301: Writing for the Professions (L) (3)

ENG 311: Persuasive Writing (CIVI OR L) (3)

ENG 410: Writing for Publication (3)

Prerequisite courses may be needed in order to complete the requirements of this minor.

Enrollment requirements

GPA Requirement: None

Incompatible Majors: None

Other Enrollment Requirements: None

The minor in public relations and strategic communications is open to all ASU undergraduate majors.

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major or the minor program. Courses taken for the minor may not count toward both the major and the minor.

Career opportunities

The minor program in public relations and strategic communication helps prepare students for diverse opportunities in business, government, industry, professional sports, politics, writing and editing, and public relations.

Contact information

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