

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 program 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](#)

Curriculum

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2025-2026 Catalog Year

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Requirement	Minimum Grade	Credit Hours
The minor in public relations and strategic communication 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 earned through courses offered by the New College of Interdisciplinary Arts and Sciences. Credit hours may not be shared between major and minor requirements. All courses used to satisfy requirements for the minor must be completed with a grade of "C" (2.00 on a 4.00 scale) or better.		

Requirement	Minimum Grade	Credit Hours
Upper Division Public Relations and Strategic Communication Core	C	9
Upper Division Public Relations and Strategic Communication Electives	C	3
Public Relations and Strategic Communication Electives	C	6

Notes

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 after 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

Graduates are prepared for diverse opportunities in business, government, industry, professional sports, politics, writing and editing, and public relations.

Contact information

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