

ADVERTISING, PUBLIC RELATIONS, AND MARKETING COMMUNICATIONS MINOR

Learn more at the [Strategic Communication page](#)

Requirements

Code	Title	Credits
Required Courses for the Minor		
STCM 10300	Introduction to Strategic Communication	3
STCM 11100	Presentation & Graphic Design	3
STCM 23200	Public Relations	3
STCM 24100	Advertising	3
MKTG 31200	Principles of Marketing	3
Choose ONE of the following:		3
STCM 30900	Media Planning	
STCM 33000	Advertising Copywriting and Art Direction	
STCM 33200	Writing for Public Relations	
STCM 36600	Global, Intercultural, and Multicultural Public Relations	
Total Credits		18