

Public Relations and Strategic Communication, Minor

The BA/BS/Minor will give students the opportunity to earn a full major/minor in the field of public relations and strategic communication. This degree prepares students with the necessary skills to communicate (a) visually, (b) orally, and through the (c) written word in traditional and digital mediums, as demanded by the ever-changing nature of strategic communication and public relations.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		18
Discipline Core Requirements		18 Credits
COMM 2300	Introduction to Public Relations and Strategic Communication	3
COMM 3520	Public Relations and Strategic Communication Case Studies	3
COMM 3530	Public Relations and Strategic Communication Writing	3
Complete 9 credits of Communication courses, 6 must be upper-division credits (3000-4000 level classes)		9

Graduation Requirements

1. Completion of COMM courses with a C- or higher.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

Second Year		Credit Hours
Semester 3		
COMM 2300	Introduction to Public Relations and Strategic Communication	3
Credit Hours		3
Semester 4		
COMM Elective		3
Credit Hours		3
Third Year		
Semester 5		
COMM 3530	Public Relations and Strategic Communication Writing	3
Credit Hours		3
Semester 6		
COMM Upper Division Elective		3
COMM 3520	Public Relations and Strategic Communication Case Studies	3
Credit Hours		6
Fourth Year		
Semester 7		
COMM Upper Division Elective		3
Credit Hours		3
Total Credit Hours		18