

PUBLIC RELATIONS MINOR

Department website (<https://www.uwp.edu/learn/programs/publicrelationsminor.cfm>)

College: College of Arts & Humanities

A minor in public relations allows students to develop a general understanding of the concepts and practices involved in being a public relations practitioner and or a member of an organization who is responsible for various communication tasks which help to create and maintain relationships between an organization and its publics.

Program Learning Outcomes

1. The Communication major is structured around six learning outcomes cultivate ethical, competent, and reflective communicators in multiple contexts. Each course focuses on one or more of the outcomes, each course's learning outcomes depend on the instructor of record.
2. Identity—The competent communicator performs excellent written, oral, and nonverbal communication interpersonally and professionally, in order to strengthen their ability to understand self and others.
3. Diversity—The competent communicator incorporates race, class, gender, and sexuality and other forms of difference in his/her personal and professional communication.
4. Messages—The competent communicator creates, critiques, and interprets messages in oral, written, digital, and visual formats.
5. Roles—The competent communicator adapts and performs his/her oral, written, and/or nonverbal behavior in consideration of multiple contexts.
6. Knowledge—The competent communicator analyzes beliefs, values, and assumptions in personal and professional life.
7. Research—The competent communicator asks and answers meaningful questions using multiple methods and rigorous criteria.

Requirements for the Public Relations Minor

Code	Title	Credits
Required Courses		
COMM 108	Media and Society	3
COMM 207	Introduction to the Communication Discipline (Part I)	3
COMM 208	Introduction to the Communication Discipline (Part 2)	3
COMM 322	Public Relations Concepts and Practices	3
Elective Courses		
<i>Writing Course</i>		
Select one of the following:		
COMM 255	Writing for Multimedia	3
ENGL 168	Introduction to Professional Writing	
ENGL 204	Writing for Business and Industry	
<i>Upper-Level Elective</i>		
Select one of the following:		
Any 400-level COMM course.		

ENGL 494 Internship in Writing and Editing (with prior approval from PR advisor)

Total Credits

18

University Requirements for Minors

Course work in the minor must be completed with the minimum GPA as specified by the department or program under which the minor falls, usually a 2.00 on a 4.00 scale, but higher in some programs. Transfer students must attain the minimum specified GPA on a combination of transfer credits accepted toward the minor and credits attempted at UW-Parkside.

At least half of the course work required for a minor must be completed at UW-Parkside.