

# PUBLIC RELATIONS MINOR

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Code	Title	Hours
JAMM 100	Media and Society	3
JAMM 121	Media Writing	3
JAMM 122	Content Creation	3
JAMM 252	Introduction to Strategic Communications	3
JAMM 350	Public Relations Writing and Production	3
6 credits from the following:		6
JAMM 225	Reporting I	
JAMM 352	Event Planning and Management	
JAMM 367	Social Media Management and Analytics	
JAMM 425	Magazine Writing	
JAMM 444	Mass Media and Public Opinion	
JAMM 450	Public Relations Trends	
JAMM 458	Public Relations Research and Analytics	
JAMM 466	Media Campaign Strategy	
JAMM 498	Internship	
<b>Total Hours</b>		<b>21</b>

**Courses to total 21 credits for this minor**