

PUBLIC RELATIONS - MINOR

College of Communication and Information
 School of Journalism and Mass Communication
 201 Franklin Hall
 Kent Campus
 330-672-2572
 jmc@kent.edu
 www.kent.edu/jmc

- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

Description

The Public Relations minor teaches the news writing, case study and publications elements of the public relations business, as well as online, digital and social media strategies.

Fully Offered At:

- Kent Campus

Admission Requirements

Admission to a minor is open to students declared in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

To declare the Public Relations minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

Minor Requirements

[PR]

Code	Title	Credit Hours
Minor Requirements		
COMM 21000	COMMUNICATION GRAMMAR REVIEW	1
COMM 21008	SOCIAL MEDIA STRATEGIES	3
or JMC 21008	SOCIAL MEDIA STRATEGIES	
COMM 30000	COMMUNICATION RESEARCH METHODS	3
JMC 20006	MULTIMEDIA TECHNIQUES	3
JMC 26001	WRITING ACROSS PLATFORMS	3
JMC 28001	PRINCIPLES OF PUBLIC RELATIONS	3
JMC 38002	PUBLIC RELATIONS CASE STUDIES	3
JMC 48002	PUBLIC RELATIONS TACTICS	3
or JMC 48006	PUBLIC RELATIONS PUBLICATIONS	
Minimum Total Credit Hours:		22

Graduation Requirements

Minimum Minor GPA

2.700

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.