

MINOR IN ADVERTISING AND PUBLIC RELATIONS

Program Contact: (<http://catalog.qu.edu/communications/advertising-public-relations/advertising-public-relations-minor/>)
laura.willis@qu.edu)Laura Willis (laura.willis@qu.edu) 203-582-7805

This minor provides a solid foundation in the principles of advertising and public relations and teaches you to think creatively and strategically about digital and social media strategy, content production, media buying and planning, and branding when crafting a media relations plan. You'll also learn to think strategically when crafting a media relations plan and writing persuasively for a diverse audience.

This program perfectly complements majors inside and outside the School of Communications, such as those in marketing, political science, sociology, psychology, media studies or journalism. The minor also provides flexibility, and it can be customized. You will take required courses, such as Intro to Advertising or Intro to Public Relations, and Writing for Advertising & PR, and then select elective courses that focus on your own particular areas of interest, such as sports public relations, social media, global public relations and event planning.

Students wishing to minor in advertising and public relations must complete 18 credits. This minor is not available to ADIC or PR majors.

Advertising and Public Relations Minor Curriculum

Students wishing to minor in advertising and public relations must complete 18 credits. This minor is not available to advertising and integrated communications or public relations majors.

Code	Title	Credits
Required courses are:		
ADPR 101	Intro to Public Relations	3
	or ADPR 10: Introduction to Advertising and Integrated Communications	
ADPR 201	Writing for Advertising and Public Relations	3
ADPR 332	Communication Research & Analytics	3
Select three elective courses from Advertising and Public Relations (ADPR).		9
Total Credits		18