

About the Public Relations Minor

The **online public relations minor** prepares students for a variety of careers in the dynamic field of public relations. Typical job areas include media relations, event planning, corporate communications, crises management, publicity and promotion, public affairs, and government relations. A professional PR practitioner uses a variety of communication strategies, tactics, and media to create a favorable image for his or her client. Building and maintaining positive relationships with external audiences is the core of public relations.

A minor in public relations can benefit students in a variety of academic disciplines, including business administration, marketing, communications, religion, agriculture, liberal arts, medicine, engineering, education, and social work. Whatever the field, any professional needs to know how to communicate effectively and persuasively to target audiences.

The public relations minor requires the following five courses:

- 1 JRL 101 Introduction to Mass Communication, 3 hours**
Can be taken on campus or online. This course is generally taught every term.
Course examines the mass communicator's role in developing political, social, and economic fabrics of a democratic society. Organization and function of newspapers, magazines, broadcast stations, and other principle media, including the role of advertising and public relations are reviewed.
- 2 PR 215 Introduction to Public Relations, 3 hours**
Can be taken on campus or online. The course is generally offered every term.
Introduces the student to the principles of public relations. Definition and historical development, opportunities and challenges, techniques, and management of public relations included.
- 3 PR 301 Writing for Public Relations, 3 hours**
Prerequisites: JRL 101, PR 215
PR 301 must be taken online. This course is generally taught every other term.
This course provides an introduction to and experience in writing for a wide range of public relations purposes. Students will improve writing skills as they become prepared to effectively communicate with various audiences in multiple formats.
- 4 PR 401 Applied Public Relations, 3 hours**
Prerequisites: JRL 101, PR 215
PR 401 must be taken online. This course is generally taught every other term.
Course consists of in-depth case studies of public relations programs. Primary emphasis on successful campaigns, but unsuccessful efforts will also be examined for causes of failure.
- 5 PR 410 IMC for Public Relations, 3 hours**
Prerequisites: JRL 101, PR 215
PR 410 must be taken online. This course is generally taught every other term.
This course seeks to describe the essential and interconnected role of Public Relations in Integrated Marketing Communication. Students will examine the attributes of successful IMC campaigns and "the campaign mindset" as it applies to employee relations, government affairs, reputation management, corporate social responsibility, trade relations, and much more.

To earn a minor in public relations a student must earn a grade of C or better in each of the five courses. Students completing the entire minor online can expect to complete it in one year.

Students who double-minor in advertising and public relations may only take JRL 101 once and must replace the second offering with one of the School of Journalism's online 200-level or higher open-enrollment courses. Students who double-minor in sport communication and public relations must also take either ADV 215 (Principles of Advertising) or ADV 201 (Advertising & Society), as well as one of the School of Journalism's online 200-level or higher open-enrollment courses in place of PR 410.

Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 and PR 410 can be taken only once; each must be replaced with one of the School of Journalism's online 200-level or higher open-enrollment courses.

All online courses are taught completely via eCampus. Students need to plan on logging into eCampus daily during the week but can do so at the time of their own choosing. Students should budget the same amount of time for an online class as they do for classroom classes.

For more information, contact the P.I. Reed School of Journalism Undergraduate Extended Learning Coordinator at sojxlearning@mail.wvu.edu.

The public relations minor is not available to any student enrolled in the P.I. Reed School of Journalism.