

MINOR IN ADVERTISING AND PUBLIC RELATIONS

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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 or 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 the Principles of Advertising or the Principles of Public Relations, and Writing for Strategic Communications, 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	Principles of Public Relations or ADPR 10:Principles Adv/Integrated Comm	3
ADPR 201	Writing for Strategic Comm	3
ADPR 332	Communication Research & Analysis	3
Select three elective courses from Advertising and Public Relations (ADPR).		9
Total Credits		18