

# Public Relations Minor

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## Overview

The **Minor in Public Relations**, offered by the Department of Advertising and Public Relations, consists of seven courses (21 s.h.). It provides students in other programs at Temple University the opportunity to better prepare them for life after graduation by gaining the knowledge and skill sets required to communicate and promote effectively, as well as lead at the organizational, team and individual levels.

The goal of the Public Relations program is to empower students and understand public relations is all about two-way communication to build relationships with people of all types, and at all levels and across responsibilities. It is a career not merely a job. Public relations requires responsible, data-based and thoughtful reflection, guidance and action from all levels of organizations, not just senior leaders. It requires self-awareness, oral and written communication skills, ethical decision-making and action, and the ability to understand how and what to communicate to diverse audiences based on where they are, and their wants and needs. By doing this, PR professionals generate mutual gains using a variety of communication tools (including emerging technology—AI, VR, AR, etc.) to generate a vision and lead with, through, and for others into bringing about positive change for individuals, communities, organizations and society.

This program will give students the knowledge and skills to understand true "public relations," building and maintaining relationships with people and communities in meaningful and continuous two-way conversations on a variety of platforms. The goal of any public relations effort is to build mutual trust and respect and be able to effectively formulate and advocate for a position on an issue, and influence and empower others. Graduates will be able to use the knowledge gained from this program through an understanding of theory and the practical application in the organizations (for-profit, non-profit, government and non-government entities) and industries they work in and the communities they serve.

**Campus Location:** Main

## Contact Information

Kathy Mueller, Department Chair  
215-204-4262  
kmueller@temple.edu

Steve Ryan, Assistant Professor of Instruction and Program Director, Public Relations  
215-204-8506  
skryan@temple.edu

Lisa D. M. Smith, Office Manager  
215-204-4268  
lisa.smith0005@temple.edu

Advertising and Public Relations Department Office  
Annenberg Hall, Room 300

<https://klein.temple.edu/academics>

Learn more about the Public Relations minor.

## Requirements

Code	Title	Credit Hours
CSI 1111	Introduction to Public Speaking	3
PR 1496	News Writing and Media Relations (WI)	3
PR 1552	Introduction to Public Relations	3
PR 2551	Research Methods	3
PR 2661	Communicating Organizational Change	3
PR 2701	Public Relations Theory	3
PR 3101	Digital Media, Social Media, Audience Analytics for Public Relations	3
<b>Total Credit Hours</b>		<b>21</b>