

Minor in Public Relations

The Public Relations minor consists of seven courses (21 s.h.) providing 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 effectively and lead at the organizational, team, and individual levels.

The goal of the Public Relations minor is to help students understand public relations is a communication and relational process, not a position. Viewed this way, public relations requires responsible, thoughtful reflection and action from all levels of organizations, not just those in leadership positions. This approach requires competencies of self-awareness, oral and written communication skills, ethical decision-making and action, and the ability to understand audiences and generate mutual win-win scenarios using a variety of communication tools to generate a vision and lead with, through, and for others to bring about positive change.

This program will build both knowledge and skills for students to understand true public relations, e.g., "relating" to publics in a meaningful and continuous two-way dialogue built on mutual trust and respect, and be able to effectively formulate a position, influence, and empower others. They will be able to use the knowledge gained from this program to bridge the divide between the theoretical and practical application in the businesses (for-profit, non-profit, government and non-government organizations) and industries they work in and the communities they serve.

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
Total Credit Hours		21