

# 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.) which provide 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 and lead at the organizational, team and individual levels.

The goal of the Public Relations minor is to help students understand public relations is all about communication and building relationships with people at all levels and across responsibilities, a career not just a job. Public relations requires responsible, data-based and thoughtful reflection and action from all levels of organizations, not just senior leaders. It requires the knowledge and skills set of 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 where they are. By doing this, PR professionals generate mutual gains using a variety of communication tools to generate a vision and lead with, through, and for others in 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 in meaningful and continuous two-way conversations on a variety of platforms to build mutual trust and respect; and be able to effectively formulate a position on an issue, and influence and empower others. They will be able to use the knowledge gained from this program through an understanding of theory and the practical application in the businesses (for-profit, non-profit, government and non-government organizations) and industries they work in and the communities they're a part of.

**Campus Location:** Main

## Contact Information

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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>    |