

MINOR IN ADVERTISING AND PUBLIC RELATIONS

Youngstown State University students are invited to enhance their educational experience with a minor in Advertising/Public Relations. Advertising and public relations is the study of communications by organizations to their various audiences, public image and to a large extent sales. The minor in Advertising/Public Relations can be met by completing the following requirements:

COURSE	TITLE	S.H.
Required Courses		
ADV 3710	Basic Public Relations	3
ADV 3711	Marketing Communications	3
ADV 3712	Creative Strategies in IMC	3
ADV 4855	IMC Campaigns	3
Advertising/Marketing Courses (6 SH)		
Select two of the following:		6
ADV 3717	Media Planning and Buying	
MKTG 3740	Professional Selling	
MKTG 4811	Interactive Marketing	
Total Semester Hours		18

Students interested in declaring a minor in Advertising/Public Relations need to complete an *Intra University Transfer Request form* with their academic advisor. Students pursuing a WCBA minor must meet all course prerequisites to be eligible to register for a WCBA course, including a minimum overall GPA of a 2.5 for all upper division business courses. WCBA minor courses must be completed with the grade "C" or higher and cannot be taken credit/no credit.