

Minor in Public Relations

About This Program

The Minor in Public Relations provides students with a broad understanding of the field of public relations while equipping them to work in other professional or managerial careers that require an understanding of public relations history, concepts, theories, and methods. The program teaches students the ethical and effective strategies and tactics necessary for building and maintaining relationships between organizations and their stakeholders through a variety of communication channels. It also engages students with an understanding of the role of public relations in business, government, and society.

Competencies

1. Upon completion of this minor, students will have competency in understanding the process of public relations -- research, planning, communication, and evaluation.
2. Upon completion of this minor, students will have competency in articulating the history of public relations, career opportunities in the field, and professional, ethical, and legal responsibilities.
3. Upon completion of this minor, students will have competency in explaining the role and function of public relations in society.
4. Upon completion of this minor, students will have competency in evaluating communication strategies to achieve organizational goals.

Admissions Criteria

All degree-seeking undergraduate students are eligible to complete the Minor in Public Relations. Interested students please consult an Academic Advisor in the Department of Communication.

Curriculum

Choose 12 hours of any courses across the Department of Communication in consultation with the Academic Advisor	12
Choose two 3000/4000 level PREL courses in consultation with the Academic Advisor	6
Total Hours	18

Advising Resources

Advisors assist with many tasks via email:

- Remove enrollment holds.
- Evaluate progress and make course suggestions.
- Assist choosing majors/minors.
- Help enrolling/dropping courses.

For more assistance students may schedule in-person or virtual appointments in advance, thru the advising resources webpage link, or drop by our office.

Location:

126 Fine Arts Building

Email:

commadvising@uta.edu

Phone:

817-272-5760

Web:

Department of Communication Advising Resources (<https://www.uta.edu/academics/schools-colleges/liberal-arts/departments/communication/advising/>)