

ADVERTISING AND PUBLIC RELATIONS, MINOR

The integrated advertising & public relations minor focuses on the historical, societal and cultural impacts of the advertising and PR industries and complements a wide variety of academic majors, including general business, marketing and liberal arts majors.

The advertising & public relations minor consists of 19 credit hours. **All courses in the advertising & public relations minor and their prerequisites, including ancillary courses, require at least a C-.** [Click here for a printable advertising & PR minor handout.](#) Note: C&IS students may choose to select any minor outside of the College. Within the College, no overlap of major and minor classes is permitted.

Advertising & Public Relations Minor Courses		Hours
MC 101	Intro To Mass Communic	3
JCM 103	Mechanics of Media Writing	1
APR 241	Intro to Ad and PR	3
APR 280	Intro to Audience Analysis	3
APR 290	Intro to Channels and Msg	3
Two APR 400-level or MC 400-level electives taken in residence		6
Total Hours		19
Ancillary Course		Hours
CIS 260	Intro to Research ¹	3

Footnotes

¹ CIS 260 Intro to Research is a prerequisite to APR 280 Intro to Audience Analysis.

Grade Point Average

A grade point average of at least a 2.0 in the minor is required. The minor GPA is calculated based on all courses applicable to the minor that the student has attempted at UA. Please see the Grades and Grade Point Average (GPA) section of this catalog for an explanation of grade point average calculations.

Upper-level Residency

A minimum of six hours of 400-level courses in the minor must be earned *in residence*.

Additional Minor Requirements

Students are responsible for ensuring that they have met all University, College, major and minor requirements. Each student is encouraged to meet with an advisor for academic planning each semester. Student advising for an advertising & public relations minor advising takes place in C&IS Tisch Student Services and Engagement (190 Phifer).