

# COMMUNICATION ARTS/PUBLIC RELATIONS MINOR

## Humanities Division/St. Thomas Aquinas College 12/09

The Communication Arts Department of the Humanities Division offers a minor in Public Relations. To complete this minor, students need to complete 6 credits from Group I and 12 credits from Group II. This minor may be combined with any major offered at the college.

A minor in Public Relations is suggested for students who want to study how to market and promote ideas and products to a segmented public through conceptualizing and implementing campaigns.

### Group I (6 credits)

#### Required Courses

|    |     |                                  |       |
|----|-----|----------------------------------|-------|
| CA | 213 | Introduction to Public Relations | _____ |
| CA | 322 | Advanced Public Relations        | _____ |

### Group II (12 credits)

#### Four courses selected from:

|         |     |                                |       |
|---------|-----|--------------------------------|-------|
| CA      | 210 | Introduction to Journalism     | _____ |
| CA      | 221 | T.V. Studio Production I       | _____ |
| CA      | 310 | Writing for Broadcast Media    | _____ |
| CA      | 315 | Electronic Field Production    | _____ |
| CA      | 325 | T.V. Production II             | _____ |
| * CA    | 326 | Advanced Journalism            | _____ |
| CA      | 401 | Persuasion in Public Relations | _____ |
| MKTG    | 102 | Principles of Marketing        | _____ |
| ** MKTG | 423 | Advertising and Promotion      | _____ |

\*Prerequisite: CA 210

\*\*Prerequisite: MKTG 102