

Student ID: _____
Student Name: _____
Adviser Name: _____

Catalog: 2023-2024 Undergraduate Catalog
Program: Advertising/Public Relations Minor
Minimum Credits Required: _____

Advertising/Public Relations Minor

Advertising/Public Relations Minors must complete a total of 18 hours in the minor area to include:

Program Requirements

Course Name	Term Taken	Grade	Gen Ed
CO 225 - Mass Media & Society (3)			
CO 317 - Promotional Writing (3)			
CO 319 - Digital Advertising Campaigns (3)			
CO 415 - Integrated Brand Management & Communication (3)			

Six credit hours from the following

Course Name	Term Taken	Grade	Gen Ed
CO 213 - Strategic Presentation in the Digital Environment (3)			
CO 235 - Principles of Advertising (3)			
CO 331 - Public Relations Concepts (3)			
CO 435 - Advertising/Public Relations Practicum (3)			

Minor Note

- At least 18 semester hours in a subject area are required for a minor and at least 6 of these hours must be numbered 300 or above.
- A minimum of 9 hours must be unique between a major and a minor.
- A minimum of 9 hours in the minor must be earned at Avila University.
- A grade of "C" or better must be earned for all graded courses required for the minor.

Notes: