

# ADVERTISING AND PUBLIC RELATIONS MINOR

Department: Communication (<https://catalog.bradley.edu/undergraduate/communications-fine-arts/communication/>)

Code	Title	Hours
<b>Required Courses</b>		
COM 219	Public Relations <sup>1</sup>	3.0
COM 220	Advertising As Communication <sup>1</sup>	3.0
COM 320	Advertising Creative Strategy	3.0
COM 322	Advertising Media Planning	3.0
COM 327	Public Relations Writing	3.0
<b>Elective Courses (choose one):</b>		<b>3.0</b>
COM 318	Health Communication	
COM 325	Advertising Design and Production	
COM 326	Digital Analytics	
COM 383	Desktop Publishing	
COM 388	Social Media Communication	
COM 437	Advertising in A Global Environment	
COM 438	Public Relations in A Global Environment	
COM 447	Issues and Ethics in Advertising	
<b>Total Hours</b>		<b>18</b>

<sup>1</sup> Although COM 101 Survey of Communication and COM 201 Journalistic Writing are required prerequisites for COM 219 Public Relations and COM 220 Advertising As Communication, advertising and public relations minors are exempt from needing to fulfill these prerequisites.