PUBLIC RELATIONS MINOR

The Public Relations minor prepares students for entry-level jobs as technicians, such as producing social media strategies and tactics or effective multimedia news releases, as well as for career advancement as managers, such as formulating a communication plan for a new initiative or forecasting the reputational impact of an organizational decision or action. Excellent writing and critical thinking skills are essential.

About this Program

• **College:** Journalism and Communications (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/)
• **Credits:** 15 | Completed with minimum grades of C
• **Contact:** 1060 Weimer Hall (http://campusmap.ufl.edu/?loc=0030)

Department Information

The Department of Public Relations provides exemplary leadership, education, and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals.

Website (https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/public-relations/)

CONTACT

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P.O. Box 118400
2085 WEIMER HALL
GAINESVILLE FL 32611-8400
Map (http://campusmap.ufl.edu/#/index/0030)

Curriculum

• Combination Degrees
• Public Relations
• Public Relations Minor
• Public Relations UF Online

This minor is open to all UF undergraduates

Applicants must have a minimum cumulative 3.0 GPA and receive approval of their college's dean before obtaining Journalism and Communications college approval.

Required Courses

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PUR 3000</td>
<td>Principles of Public Relations</td>
<td>3</td>
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<td>PUR 3622</td>
<td>Social Media Management</td>
<td>3</td>
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<tr>
<td>PUR 4442</td>
<td>Public Interest Communications</td>
<td>3</td>
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<td>PUR 4400C</td>
<td>Crisis Communications</td>
<td>3</td>
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<td>PUR 3211</td>
<td>Diverse Voices</td>
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<td>PUR 4243</td>
<td>Industry Perspectives (Take Twice for One Credit Each)</td>
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Total Credits 15