

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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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

Code	Title	Credits
PUR 3000	Principles of Public Relations	3
PUR 3622	Social Media Management	3
PUR 4442	Public Interest Communications	3
PUR 4400C	Crisis Communications	3
PUR 3211	Diverse Voices	1
PUR 4243	Industry Perspectives (Take Twice for One Credit Each)	2
Total Credits		15
