

PUBLIC RELATIONS MINOR

The minor in Public Relations (CMPR) situates professional practice within a context of the broader Communication Studies discipline. Interdisciplinary in nature, the minor exposes students to multiple conceptual frameworks while emphasizing applied skills.

Admission

Admission to the minor is competitive and limited. To be admitted to the minor, students must have an overall GPA of 3.0 and score competitively on an entrance exam. Students should be aware that completing courses in the minor sequence does not guarantee admission into the minor.

Student Learning Outcomes

Upon completing the PR minor, students will be able to:

1. Create persuasive content using conventions and forms appropriate to a variety of professional and public contexts.
2. Apply ethical standards to communication practices across multiple contexts.
3. Demonstrate subject matter knowledge relevant to the field of public relations.
4. Collaborate effectively in group problem-solving and decision-making situations.
5. Articulate the relationship among disciplinary subject matter, metrics, and one or more non-academic contexts.

Course Requirements

The minor requires completion of 7 courses for a minimum of 22 semester hours. Some courses do have prerequisites, so students are encouraged to seek academic advising before pursuing the minor. CMST 2900 Communication Approaches to PR, CMST 3900 Principles of Public Relations, CMST 3910 Writing for Public Relations, and CMST 3920 Public Relations Strategies must be completed with a grade of B or higher. All other courses in the minor must be completed with a grade of C or higher. All courses must be taken in residence at LMU.

Code	Title	Semester Hours
Required Courses		
CMST 2900	Communication Approaches to PR	4
CMST 3900	Principles of Public Relations	3
CMST 3910	Writing for Public Relations	3
CMST 3920	Public Relations Strategies	3
CMST 3980	Internship for CMST Minor Programs	1
CMST 3XXX: To be selected from an approved list of CMST courses		4
CMST 3XXX: To be selected from an approved list of CMST courses		4
Total Semester Hours		22

Approved CMST courses

Code	Title	Semester Hours
CMST 3150	Persuasion	4
CMST 3180	Leadership and Interpersonal Communication	4
CMST 3310	Media and Marketing Communication	4
CMST 3325	Communication and Healthcare	4

CMST 3335	Sport and Public Communication	4
CMST 3350	Nonprofit Communication Campaigns	4
CMST 3380	Communication Consulting	4
CMST 3510	Wires and Empires	4
CMST 3530	Digital Rhetoric	4

Sample Completion Plan

Course	Title	Semester Hours
Year 1		
Fall		
CMST 2900	Communication Approaches to PR	4
Semester Hours		4
Spring		
CMST 3900	Principles of Public Relations	3
Semester Hours		3
Year 2		
Fall		
CMST 3910	Writing for Public Relations	3
CMST 3XXX: Selected CMST course		4
Semester Hours		7
Spring		
CMST 3920	Public Relations Strategies	3
CMST 3XXX: Selected CMST course		4
Semester Hours		7
Year 3		
Fall		
CMST 3980	Internship for CMST Minor Programs	1
Semester Hours		1
Minimum Semester Hours		22