

Minor In Advertising And Public Relations

Degree Requirements

If a minor is required in your degree program, at least 9 (lower and/or upper-division) hours of courses in the minor must be completed at the University.

Requirements For A Minor Advertising And Public Relations

Minor in Advertising and Public Relations must complete a total of 18 hours in communication including 9 upper division hours.

Minor in Advertising and Public Relations	Credit Hours
	18
CA 101, APR 221 or APR 224 and choose 4 additional Upper Division APR courses.	

Department Information

Department of Communication website

<https://www.southalabama.edu/colleges/artsandsci/communication/index.html>

Effective communication is necessary in all industries to build and maintain relationships and also convey information to diverse audiences. According to the U.S. Bureau of Labor Statistics, communication and media occupations are projected to grow 14 percent by 2030 resulting in 151,500 new jobs.

The Department of Communication at the University of South Alabama prepares students to be communication decision makers, problem solvers, writers, editors, policy makers, advertisers, public relations professionals, filmmakers, social media managers, reputation managers, nonprofit directors, videographers, producers, screenwriters, radio broadcasters, TV reporters, public information officers and creative directors.

The department's undergraduate program prepares students for dynamic careers in traditional and new fields by providing the right balance of practical, professional and theoretical expertise. Students are trained to be independent, critical thinkers who uphold the highest ethical standards as communication leaders in a global society.

Given this purpose, the department attempts to meet individual performance and career needs with a flexible curriculum. Classes are focused on student interests and professional goals through creative, hands-on and out-of-classroom involvement.

The department also offers a Master of Arts in Communication integrating theoretical and research components of mass, interpersonal, and organizational communication, preparing students for work and further academic studies in a lively intellectual environment. The small program size permits students and faculty to work closer together as a community of learners. The program accepts students with a variety of undergraduate degrees and professional experiences.