

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## Minor: Public Relations Branding and Imaging (1081)

Student: \_\_\_\_\_ ID: @ \_\_\_\_\_ Term: \_\_\_\_\_

The minor in Public Relations Branding and Imaging combines effective messaging strategies with basic digital media production techniques. Students will develop marketable skill sets by producing media portfolios and projects that integrate applied print, audio, video, graphical, and web-based technologies. The purposed minor would be attractive to students in many majors, but would be especially valuable to students studying business, communication studies and related fields.

Prerequisites: none

### **Public Relations Branding & Imaging Minor Requirements (18 SH)**

	<b>SH</b>	<b>Grade</b>
<u>JOUR209 - Media Aesthetics</u>	<u>3</u>	<u>        </u>
<u>JOUR340 - Media and Audience</u>	<u>3</u>	<u>        </u>
<u>PR265 - Intro to Public Relations</u>	<u>3</u>	<u>        </u>
<u>PR298 - Business/Professional Comm.</u>	<u>3</u>	<u>        </u>
<u>PR360 OR PR390</u>	<u>3</u>	<u>        </u>
<u>One 400 or 500 level JOUR/PR Elective</u>	<u>3</u>	<u>        </u>