# ADVERTISING AND PUBLIC RELATIONS MINOR

Offered by Department of Communication (http://catalog.unk.edu/undergraduate/departments-programs/communication/)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 112</td>
<td>Communication Software</td>
<td>3</td>
</tr>
<tr>
<td>JMC 300</td>
<td>Website Design</td>
<td>3</td>
</tr>
<tr>
<td>JMC 414</td>
<td>Communications Law</td>
<td>3</td>
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### Journalism and Mass Communication Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 230</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JMC 307</td>
<td>Advertising Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>JMC 309</td>
<td>Public Relations</td>
<td>3</td>
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### Advertising and Public Relations Core

Select 3 credit hours of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 318</td>
<td>Writing for the Media</td>
<td></td>
</tr>
<tr>
<td>JMC 329</td>
<td>Print Advertising Design</td>
<td></td>
</tr>
<tr>
<td>JMC 330</td>
<td>Publication Design</td>
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</tr>
<tr>
<td>JMC 340</td>
<td>Media Planning &amp; Selling</td>
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Total Credit Hours 21