

MINOR IN PUBLIC RELATIONS

The Public Relations (PR) Minor introduces students to strategic communication planning, content creation, problem solving, and relationship building between individuals, organizations, and companies and their various publics.

Students in the Public Relations Minor will learn to craft comprehensive campaigns grounded in innovative multi-platform content and apply the classroom materials in real-world settings. Coursework, internships, and study abroad opportunities will prepare Public Relations minors for careers in public relations, marketing, advertising, entertainment, technology, journalism, healthcare, advocacy, and beyond.

For further information about policies related to minors, see the Program Policies (catalog.bentley.edu/undergraduate/degree-requirements/#minorspolicies) page.

Course	Title	Credits
Required Courses:		
XD 225	Designing Experiences	3
XD 250	Introduction to Public Relations	3
XD 255	Public Relations Writing	3
Select one:		3
XD 320	Managerial Communication	
XD 355	Global Public Relations	
XD 360	Digital Public Relations	
XD 361	Sports Public Relations	
XD 365	Crisis Communication and Management	
Total Credits		12