

PUBLIC RELATIONS MINOR

Learning Outcome

Students will explain the role of public relations in relation to their worldview and ethical framework (ULO 1, 3).

Minor Requirements

A Public Relations Minor (<https://www.biola.edu/degrees/u/public-relations-minor/>) is offered with the completion of 18 credits.

Curriculum Requirements

Code	Title	Credits
Program Courses		
PREL 105	Public Relations: History & Foundations	2
or PREL 104	Media Ecology and Christian Perspective in Public Relations	
PREL 107	Multimedia Channels	1
PREL 111	Introduction to Public Relations	3
PREL 320	PR Ethics	3
PREL 350	Crisis Communication & Reputation Management	3
PREL 392	Principles of Advertising	3
JOUR 390	Media Law	3
Total Credits		18