



OHIO
UNIVERSITY

E.W. SCRIPPS SCHOOL OF JOURNALISM

ADVERTISING AND PUBLIC RELATIONS MINOR (OR6928)

The Advertising and Public Relations minor within the E.W. Scripps School of Journalism offers students introductory knowledge and skills needed to create purposeful communication for an organization (profit and non-profit) to fulfill its mission. This minor focuses on developing an understanding from consumer insights holistic ideas to give students detailed training in the writing and creation of brand messaging.

Hours required: The Advertising and Public Relations minor requires a minimum of 18 hours.

Complete the following required courses:

- JOUR 2150 – Mass Media Writing Principles
- JOUR 2500 – Introduction to Advertising and Public Relations
- JOUR 4130 – Gender, Race and Class in Journalism and Mass Media

Complete three of the following courses:

- JOUR 3400 – Advertising and Public Relations Research and Theory
- JOUR 3750 – Media Planning and Buying
- JOUR 4230 – International and Cross-Cultural Advertising
- JOUR 4450 – Creative Concepts
- JOUR 4530 – Strategic Social Media
- JOUR 4710 – Public Relations Planning
- JOUR 4820 – Management for Advertising and Public Relations