



OHIO
UNIVERSITY

E.W. SCRIPPS SCHOOL OF JOURNALISM

ADVERTISING AND PUBLIC RELATIONS MINOR—OR6928

(Effective Fall 2019-2020)

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:

1. JOUR 2500 – Introduction to Advertising and Public Relations
2. JOUR 3400 – Advertising and Public Relations Research and Theory
3. JOUR 2150 – Mass Media Writing Principles
4. JOUR 4130 – Gender, Race and Class in Journalism and Mass Media
5. JOUR 4820 – Management for Advertising and Public Relations

Complete one of the following courses:

- JOUR 4230 – International and Cross-Cultural Advertising
- JOUR 4530 – Strategic Social Media
- JOUR 3750 – Media Planning and Buying
- JOUR 4710 – Public Relations Planning
- JOUR 4450 – Creative Concepts