Public Relations

Required Courses

Why Choose a Public Relations Minor?

PR professionals communicate with a wide variety of audiences in their role as advocates for an organization. PR specialists excel in all areas related to communication and relationship building, such as: writing, public speaking, event planning, social media, publicity, storytelling, branding, and reputation management. Our PR minor will give you a solid foundation in real-world tools of the trade. You will be trained in one of the best programs in the nation, learning how to communicate effectively to meet executive level expectations.

Career Opportunities

At its core, PR is business communication in the service of reputation management, therefore, PR can be found in literally every organization, making it a high-demand job. A PR minor will supplement your major with practical knowledge, skills, and abilities desired by employers. Trained PR specialists start out earning between $35-50,000, with seasoned professionals at the executive level making well into six figure salaries.

Admissions Requirements

Any person who is admitted to a Ferris State University Bachelor’s degree program is welcome to obtain this minor.

Graduation Requirements

You will receive the Public Relations minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average in the Public Relations minor courses.

No more than 50% of the credits in this minor may be transferred from another institution. A maximum of 1/3 of the credits, but not more than 7 credits in a minor may overlap with the student's major.

More Information

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ADA compliant checksheets are being developed for the 2019-2020 Catalog. If you would like to request an ADA compliant checksheet before the 19-20 catalog is published, please send your request to: FSUCurriculum@ferris.edu