Public Relations

Official Program Checksheet

Why Choose a Public Relations Minor?

Public relations professionals communicate with a wide variety of audiences in their role as advocates for an organization. PR practitioners are excellent writers, public speakers, event planners, organizers, and communicators. Our PR minor will give you a solid foundation in the real-world tools of the trade. You will be trained in one of the best programs in the nation, learning how to communicate effectively at the executive level in a variety of industries.

Career Opportunities

Public relations professionals are employed at all levels in corporate businesses, professional agencies, non-profit organizations, social service agencies, medical facilities, governmental agencies, as well as sports, hospitality, entertainment industries, and more. A PR minor will supplement your major with knowledge, skills, and abilities most desired by organizations, helping you land a job in your chosen field. The U.S. Department of Labor, Fortune Magazine and U.S. News and World Report cite public relations as one of the fastest growing professions.

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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