

Minor in Professional Performance

The Minor in Professional Performance focuses on preparing students with professional and workforce-ready skills to ensure employment immediately following completion of the program. The program allows students the opportunity to explore the technical and strategic aspects of self-promotion, entrepreneurship, and creating a personal or professional brand. The minor will provide a pathway for students across the university to explore the reality of turning their athletic, artistic, or other strengths, knowledge and expertise into a side business as influencer or a career as a full-time content entrepreneur. Students will learn the technical and strategic aspects of self-promotion, entrepreneurship, and creating a personal or professional brand. The minor can appeal to students across campus in any degree program.

Courses are delivered on the Lawrence Campus and online.

To declare a Minor in Professional Performance a student must have a minimum 2.0 cumulative KU GPA and be degree seeking.

Minor Hours & Minor GPA

While completing all required courses, minors must also meet each of the following hour and GPA minimum standards:

Minor Hours

Satisfied by a minimum of 15 hours of minor courses.

Minor Hours in Residence

Satisfied by a minimum of 9 hours of KU resident credit in the minor.

Minor Junior/Senior (300+) Hours

Satisfied by a minimum of 9 hours from junior/senior (300+) courses in the minor.

Minor Graduation GPA

Satisfied by a minimum cumulative 2.0 GPA in all courses in the minor. GPA calculations include all courses in the field of study including F's and repeated courses. All minor courses must be taken for a grade, credit/no credit is not permitted.

Code	Title	Hours
Required courses - 12 credits		
PFS 300	Introduction to Professional Performance	3
PFS 500	Branding, Marketing, and PR in Professional Performance	3
PFS 501	Professional Content Creation & Influencing Others	3
PFS 502	Monetization Methods & Revenue Streams	3
Select two additional courses: 6		
PFS 301	Communication in the Workplace	
PFS 302	Leadership in Practice	
PFS 303	Professionalism and the Workplace	
PFS 400	Professional Performance Ethics	
PFS 410	Personal Finance and Professional Career Management	
PFS 415	AI and Innovation in the Workplace	
PFS 450	Special Topics in Professional Performance: _____	
PFS 505	Developing Engaged Audiences & Communities	
PFS 550	The Professional Athlete Experience	
PFS 555	Understanding Data for Professional Athletes	
PMGT 305	Foundations of Project Management	
PMGT 310	Project Communications	
PMGT 315	Project Scheduling and Control	
PMGT 410	Managing Project Success	
HSES 491	Foundations of Name, Image, Likeness	
HSES 492	Athlete and Personal Branding	
JMC 260	Agency: Introduction	
JMC 315	Health and Science Communication	
JMC 615	Social Media and Emerging Technologies	
Total Hours		18