



PUBLIC RELATIONS

DEPARTMENT OF COMMUNICATION STUDIES
AT EASTERN ILLINOIS UNIVERSITY

PUBLIC RELATIONS IS THE STRATEGIC MANAGEMENT OF COMMUNICATION AND MUTUALLY BENEFICIAL RELATIONSHIPS BETWEEN ORGANIZATIONS/INDIVIDUALS AND THEIR STAKEHOLDERS.

Strategic communication relies on critical thinking, research, creative problem solving, and the creation of written, verbal, and visual messages. As a PR major, students master public relations strategies, theories, tactics, and evaluation. They learn how to communicate and advocate ethically and effectively through emerging and traditional communication channels in a dynamic media landscape. The PR major prepares students for careers as communication specialists in for-profit and non-profit contexts, as well as graduate studies in communication. Due to the breadth of the public relations function, no list of job titles or positions would ever be complete. However, some common job titles/positions are:

- Public relations specialist/consultant/practitioner
- Director of public relations
- Public relations manager/coordinator
- Social media manager
- Social media analyst
- Event planner
- Communications specialist/consultant
- Communications coordinator/director
- Lobbyist/public affairs specialist
- External/Internal communication manager/specialist
- Account executive/supervisor/manager
- Press agent
- Community relations director
- Media relations officer/specialist
- Corporate communication director/specialist
- Press secretary
- Information officer
- Media coordinator

PUBLIC RELATIONS CORE: 36 HRS

- CMN 2010** Communication Theories
JOU 2101 Writing for the News Media
CMN 2920 Introduction to Public Relations
CMN 3020 Public Relations Research, Measurement and Evaluation
BUS 3010 Management and Organizational Behavior (*Pre-req: Junior Standing*)
CMN 3100 Persuasion
CMN 3960 Public Relations Writing and Production (*Pre-req: CMN 2920*)
CMN 3965 Advanced Public Relations Writing and Production (*Pre-req: CMN 3960*)
JOU 4771 Communication Law (*Pre-req: Junior Standing*)
CMN 4919 Public Relations Campaigns (*Pre-req: CMN 3960*)
CMN 4920 Case Studies in Public Relations (*Pre-req: CMN 3960*)
CMN 4921 Seminar in Public Relations (*Pre-req: CMN 3965*)

PUBLIC RELATIONS ELECTIVES: 15 HRS

Elective coursework is comprised of one 9-hour elective cluster and 6 hours of additional coursework. Please see the back of this document for elective classes and clusters.

TOTAL PR MAJOR HOURS: 51 HRS

DEPARTMENT OF COMMUNICATION STUDIES
BUZZARD HALL 2418
600 LINCOLN AVE CHARLESTON, IL 61920
217-581-6003
COMMSTUDIES@EIU.EDU

PUBLIC RELATIONS @ EIU

ELECTIVE CLUSTERS: 9 SEMESTER HOURS

Students must complete one elective cluster of their choice.

ADVANCED APPLICATION

JOU 3820 Publicity Methods
CMN 3940/JOU 3501 Principles of Advertising
CMN 3950 Conferences & Event Planning

WRITING TECHNIQUES

JOU 2901 Intro. to Copy Editing
JOU 3102 Feature Writing
JOU 4770 News Media Opinion Writing & Editing

MANAGEMENT AND ORGANIZATIONAL PRINCIPLES

CMN 2650 Intro. to Organizational Communication
BUS 3100 Survey of Marketing Principles
CMN 3650 Case Studies in Organizational Communication

ADVANCED PRODUCTION AND DESIGN

JOU 2950 Intro. to Visual Communication
JOU 3300 Publication Design
CMN 3500 New Media Practices

RELATIONSHIP MANAGEMENT

CMN 2630 Intro. to Interpersonal Communication
CMN 3660 Communication & Conflict Management
CMN 3710 Intercultural Communication

SPORTS MEDIA

JOU 2850 Sports Media Relations
JOU 3706 Writing for Sports Media
JOU 3953/CMN 3953 Perspectives on Sport & the Media

ELECTIVE COURSES: 6 SEMESTER HOURS

Students must complete two additional courses from the following list that are not counted toward the required cluster.

Students are welcome (and encouraged) to take extra elective courses.

CMN 2520 Intro. to Mass Communication
CMN 2630 Intro. to Interpersonal Communication
CMN 2650 Intro. to Organizational Communication
JOU 2850 Sports Media Relations
JOU 2901 Intro. to Copy Editing
JOU 2950 Intro. to Visual Communication
JOU 3002 Intro. to Multimedia Journalism
BUS 3100 Survey of Marketing Principles
JOU 3102 Feature Writing
CMN 3230 Advanced Public Speaking
JOU 3300 Publication Design
CMN 2500 Production I
CMN 3470 Small Group Communication
CMN 3640 Advanced Interpersonal Communication
CMN 3650 Case Studies in Organizational Communication
CMN 3660 Communication & Conflict Management

JOU 3706 Sports Writing
CMN 3710 Intercultural Communication
JOU 3800 Advanced Editing
JOU 3820 Publicity Methods
CMN/JOU 3920 Public Relations in Society
CMN 3950 Conferences & Event Planning
CMN 3940/JOU 3501 Principles of Advertising
JOU/CMN 3953 Perspectives on Sport & the Media
JOU 4001 Media Management in the 21st Century
CMN 4030 Seminar I
CMN 4275 Internship
JOU 4770 News Media Opinion Writing & Editing