



PUBLIC RELATIONS MINOR

SCHOOL OF COMMUNICATION, JOURNALISM & THEATRE
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, problem solving, and the creation of written, verbal, and visual messages. The Public Relations minor prepares students to understand, implement, and apply public relations strategies, tactics, and theories.

TOTAL HOURS FOR MINOR: 18 HRS

REQUIRED COURSEWORK: 12 HRS

CMN 2920G - Strategic Comm & Advocacy in Today's World
CMN 3960 - Public Relations Writing and Production
CMN 4919 - Public Relations Campaigns
CMN 4920 - Public Relations Case Studies

ELECTIVES: 6 HRS

BUS 3010 - Management & Organizational Behavior
BUS 3100 - Survey of Marketing Principles
CMN 2010 - Approaches to Communication
CMN 2500 - Television & Video Production I
CMN 2630 - Intro to Interpersonal Communication
CMN 3020 - P.R. Research, Evaluation, & Measurement
CMN 3030 - Promotional Communication
CMN 3050 - Television & Video Production II
CMN 3470 - Small Group Communication
CMN 3650 - Organizational Communication
CMN 3660 - Communication & Conflict Management
CMN 3710G - Communicating Across Differences
CMN 3930 - Message Strategies & Influence
CMN 3940 - Advertising: Theory & Practice
CMN 3950 - Conference & Event Planning

ELECTIVES: CONT'D

CMN 3965 - Advanced P.R. Writing & Production
CMN 3980 - Strategic Social Media Communication
CMN 4980 - Social and Digital Media Analytics
CMN 4921 - Seminar in Public Relations
JOU 2101 - News Reporting and Writing
JOU 3001 - Photojournalism
JOU 3110 - Visual Journalism: Concepts & Techniques
JOU 3303 - Multiplatform Editing
JOU 4420 - Communication Law & Ethics
SCJ 1000G - Media Literacy in the 21st Century
SCJ 2000 - Digital Content Creation & Engagement
SCJ 3000 - Workplace & Professional Communication

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2027. Curriculum for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

