

# BACHELOR OF ARTS IN PUBLIC RELATIONS



## COMMUNICATE TO MAKE A DIFFERENCE!

**Join one of only a few dedicated public relations majors in the state.** Our classes prepare you to manage strategic communication and relationships with various organizational publics in any industry or sector. Upon graduation, you will be able to design and implement strategic communication programs and campaigns to help organizations succeed and make a difference.

**If you enjoy strategic communication and media, public relations is the right major and career for you!** The growing PR profession offers exciting opportunities for graduates to launch successful and fulfilling careers in social media management, sports communication, corporate media, political communication, event planning, media relations, fundraising, internal communication, investor relations, and consulting, among many others.

## WHY STUDY PUBLIC RELATIONS AT EIU?

- + **CURRICULUM INFORMED BY THE PROFESSION**  
Learn skills for a successful career.
- + **ELECTIVE CLUSTERS**  
Choose electives according to your interests and goals.
- + **HANDS-ON CLASSWORK**  
Create PR documents and campaigns to build your professional portfolio.
- + **BLEND THEORY AND PRACTICE**  
Learn how to design effective communication based on scientific knowledge.
- + **PROFESSIONAL OPPORTUNITIES**  
Join our chapter of the Public Relations Student Society of America (PRSSA) or our student-run PR firm The Agency.

## SCHOOL OF COMMUNICATION & JOURNALISM

BUZZARD HALL 2521  
217-581-6003  
CMNJOU@EIU.EDU



IT'S ALL ABOUT YOU. APPLY TODAY AT [MY.EIU.EDU](http://MY.EIU.EDU).

[eiu.edu/pr](http://eiu.edu/pr)

## WHAT WILL I STUDY?

Our B.A. in Public Relations prepares you to manage strategic communication and relationships with various organizational stakeholders in any industry and sector. You will master public relations theories, strategies, tactics, and methods of evaluation.

Upon graduation, our students are ready to design and implement strategic communication programs and campaigns to help organizations succeed and make a difference. The program also prepares you for graduate studies in communication.

## WHAT CAREERS CAN I PURSUE?

Public Relations students enter a variety of careers upon graduation. Such areas include:

- Public relations specialist/consultant/manager
- Director of public relations
- Public relations manager/chief communication officer (COO)
- Social media manager/analyst
- Sports communication manager
- Event and conference planner
- Lobbyist/public affairs specialist/political communication specialist
- Investor relations manager
- Internal communication specialist
- Media relations officer/specialist
- Fundraising and advancement manager
- Corporate communication director/specialist

---

# REQUIRED COURSEWORK: 52 HRS

CATALOG YEAR 2023-2024

### **PUBLIC RELATIONS CORE: 37 HRS**

CMN 2010 - Introduction to Communication Theories  
CMN 2920 - Introduction to Public Relations  
CMN 3020 - Public Relations Research, Evaluation, & Measurement  
CMN 3100 - Persuasion  
CMN 3930 – Message Strategies and Influence  
CMN 3960 - Public Relations Writing & Production  
CMN 3965 - Advanced Public Relations Writing & Production  
CMN 3980 – Strategic Social Media Communication  
CMN 4460 – Public Relations Capstone  
CMN 4919 - Principles & Practices of Public Relations Campaigns  
CMN 4920 - Public Relations Case Studies  
CMN 4921 - Seminar in Public Relations  
JOU 2101 - Writing for News Media

### **PUBLIC RELATIONS ELECTIVES: 15 HRS**

Students must complete 9 hours in one of the following elective clusters:

- Advanced Production & Design
- Intercultural Communication & Diversity
- Internal & Interpersonal Communication
- Law
- Management & Organizational Principles
- Political Communication
- Social & Digital Media Communication
- Sports Media
- Writing Techniques

Students must also complete 6 hours of electives that are not counted toward completing their chosen cluster.