



CURRICULUM GUIDE 2024-2025*

PUBLIC RELATIONS MINOR

SCHOOL OF COMMUNICATION & JOURNALISM
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: 21 HRS

REQUIRED COURSEWORK: 12 HRS

CMN 2920 - Introduction to Public Relations

CMN 3960 - Public Relations Writing and Production

CMN 4920 - Public Relations Case Studies

Pre-req: CMN 2920

JOU 2101 - Writing for News Media

Pre-req: JOU 2000 and grade of "B" or better in

ENG 1001G or a grade of "C" in

both ENG 1001G and ENG 1002G

ELECTIVES: 9 HRS

Note: Some courses have prerequisites. Check course descriptions in current catalog for details.

Students will take at least one and no more than three Tier 1 electives (3-9 semester hours). Students may take up to two Tier 2 electives (0-6 semester hours).

TIER 1 ELECTIVES

CMN 3100 - Persuasion

CMN 3020 - P.R. Research, Evaluation, & Measurement

CMN 3930 - Message Strategies & Influence

CMN 3950 - Conference & Event Planning

CMN 3965 - Advanced P.R. Writing & Production

CMN 3980 - Strategic Social Media Communication

CMN 3982 - Social and Digital Media Analytics

CMN 4919 - Principles & Practices of P.R. Campaigns

CMN 4921 - Seminar in Public Relations

JOU 2850 - Sports Media Relations

TIER 2 ELECTIVES

BUS 2101 - Financial Accounting

BUS 3010 - Management & Organizational Behavior

BUS 3100 - Survey of Marketing Principles

CMN 2500 - Television & Video Production I

CMN 2520 - Introduction to Mass Communication

CMN 2630 - Intro. to Interpersonal Communication

CMN 2650 - Intro. to Organizational Communication

CMN 3050 - Television & Video Production II

CMN 3075 - Television Studio Production

CMN 3230 - Advanced Public Speaking

CMN 3710 - Intercultural Communication

CMN 3940 - Advertising: Theory & Practice

DGT 1363 - Introduction to Graphics Technology

DGT 2123 - Introduction to Digital Photography

DGT 3343 - User Interface & User Experience for

Digital Media Technology

JOU 2902 - Copy Editing & Design

JOU 2950 - Introduction to Visual Communication

JOU 3102 - Feature Writing

JOU 4420 - Mass Media Advertising-Sales

SCHOOL OF COMMUNICATION & JOURNALISM

BUZZARD HALL 2521

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2024-2025. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.