

PUBLIC RELATIONS

Catalog Year: Fall 2024

NAME: _____

ENUMBER: _____

School of
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY™

GENERAL EDUCATION

LANGUAGE: 9 HRS

Course	Hours	Grade	Semester
ENG 1001G: Comp & Lang	3		
ENG 1002G: Comp & Lit	3		
CMN 1310G: Intro to Speech	3		

MATH: 3 HRS

Course	Hours	Grade	Semester

CULTURAL DIVERSITY

Course	Hours	Grade	Semester

FOREIGN LANGUAGE

Exempt?	Yes	No		
Course	Hours	Grade	Semester	

FINE ARTS/HUMANITIES: 9 HRS

Type	Course	Hours	Grade	Semester
Fine Art				
Humanity				
Fine Art/ Humanity				

SCIENTIFIC AWARENESS: 7 HRS

Type	Course	Hours	Grade	Semester
Bio Science				
Phys Science				
Lab				

SOCIAL/BEHAVIORAL SCIENCES: 9 HRS

Course	Hours	Grade	Semester

SENIOR SEMINAR	Hours	Grade	Semester

PUBLIC RELATIONS MAJOR (FA24)

PUBLIC RELATIONS CORE: 37 HRS

Course	Hours	Grade	Semester
CMN 2010: Intro to Communication Theories	3		
CMN 2920: Intro to Public Relations	3		
CMN 3020: Public Relations Research, Evaluation & Measurement	3		
CMN 3100: Persuasion	3		
CMN 3930: Message Strategies & Influence	3		
CMN 3960: Public Relations Writing & Production	3		
CMN 3965: Advanced Public Relations Writing & Production*	3		
CMN 3980: Strategic Social Media CMN	3		
CMN 4460: Public Relations Capstone*	3		
CMN 4919: Public Relations Campaigns*	3		
CMN 4920: Public Relations Case Studies*	3		
CMN 4921: Seminar in Public Relations*	3		
JOU 2101: Writing for the News Media*	3		

PUBLIC RELATIONS ELECTIVE CLUSTERS: 9 HRS

Students must complete 9 hours in one elective cluster of their choice.

Elective Cluster			
Course	Hours	Grade	Semester

Advanced Production & Design

CMN 2500: Production I
 CMN 3030: Promotional CMN
 CMN 3950: Conference & Event Planning
 CMN 3940: Advertising: Theory & Practice
 or
 JOU 3501: Principles of Advertising
 JOU 2902: Copy Editing & Design
 JOU 2950: Intro. to Visual Communication

Intercultural Communication & Diversity

ANT 2200G: Intro. to Anthropology
 CMN 3220: Rhetoric of Race and Class
 CMN 3710: Intercultural Communication
 CMN 3903: Rhetoric of Gender and Sexuality
 JOU 3970: Race, Gender, & the Media

Internal & Interpersonal Communication

CMN 2630: Intro. to Interpersonal CMN
 CMN 3300: Interviewing
 CMN 3470: Small Group Communication
 CMN 3640: Advanced Interpersonal Communication
 CMN 3660: Communication & Conflict Management

Law

(recommended for student enrolled in the 3+3 Accelerated Law School Program)
 JOU 4420: Communication Law & Ethics
 PLS 2503: Legal Research & Argument
 PLS 25131: Moot Court I
 PLS 25132: Moot Court II
 PLS 25133: Moot Court III

Social & Digital Media Communication

CMN 2520: Intro. to Mass CMN
 CMN 3982: Social & Digital Media Analytics
 JOU 3002: Intro. to Multimedia Journalism
 JOU 3750: Social Media Engagement
 ENG 3008: Digital Writing & Multimodal Texts

Writing Techniques

ENG 2000: Intro. to Creative Writing
 ENG 2760: Intro. to Professional Writing
 ENG 3005: Technical Communication
 JOU 2902: Copy Editing & Design
 JOU 3102: Feature Writing
 JOU 4770: News Media Opinion Writing & Editing

Management & Organizational Principles

CMN 2650: Intro. to Organizational CMN
 CMN 3650: Case Studies in Organizational CMN
 BUS 2101: Financial Accounting
 BUS 3010: Management & Organizational Behavior
 BUS 3100: Survey of Marketing Principles

Political Communication

CMN 4820: Political Communication
 PLS 1153G: American Government & Constitution
 PLS 2703: Intro. to Public Policy
 PLS 3733: Interest Groups and Lobbying

Sports Media

JOU 2850: Sports Media Relations
 JOU 3706: Writing for Sports Media
 JOU 3953: Perspectives on Sports & the Media

PUBLIC RELATIONS ELECTIVES: 6 HRS

Elective Course	Hours	Grade	Semester

CMN 2500: Production I
 CMN 2520: Intro. to Mass CMN
 CMN 2630: Intro. to Interpersonal CMN
 CMN 2650: Intro to Organizational CMN
 CMN 3030: Promotional CMN
 CMN 3220: Rhetoric of Race and Class
 CMN 3230: Advanced Public Speaking
 CMN 3470: Small Group Communication
 CMN 3560: International Communication
 CMN 3640: Advanced Interpersonal CMN
 CMN 3650: Case Studies in Org CMN*
 CMN 3660: CMN & Conflict Management
 CMN 3710: Intercultural Communication
 CMN 3903: Rhetoric of Gender & Sexuality
 CMN 3940: Advertising: Theory & Practice
 CMN 3950: Conference & Event Planning
 CMN 3982: Social & Digital Media Analytics
 CMN 4030: Seminar in CMN Studies
 CMN 4275: Internship

CMN 4900: Adv. Topics in CMN Studies*
 ENG 2000: Intro. to Creative Writing
 ENG 2760: Intro. to Professional Writing
 ENG 3005: Technical Communication
 JOU 2850: Sports Media Relations
 JOU 2902: Copy Editing & Design
 JOU 2950: Intro. to Visual Communication
 JOU 3002: Intro. to Multimedia JOU
 JOU 3102: Feature Writing*
 JOU 3706: Writing for Sports Media*
 JOU 3750: Social Media Management
 JOU 3800: Advanced Editing*
 JOU 3920: PR in Society
 JOU 3953: Perspectives on Sports & the Media
 JOU 3970: Race, Gender, & the Media*
 JOU 4001: Media Management*
 JOU 4420: Communication Law & Ethics
 JOU 4770: News Media Opinion Writing*
 BUS 2101: Financial Accounting
 BUS 3010: Management & Org. Behavior
 BUS 3100: Survey of Marketing Principles

*Course has pre-reqs. Please see catalog for details.

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

RESOURCES

School of Communication & Journalism
www.eiu.edu/cmnpjou/

Public Relations Homepage
www.eiu.edu/publicrelations/

Department Honors
www.eiu.edu/publicrelations/honors.php

Internship Information
www.eiu.edu/publicrelations/internships.php

Scholarship Information
www.eiu.edu/publicrelations/scholarships.php

Accelerated Graduate Program
www.eiu.edu/commstudiesgrad/accelerated.php

Public Relations Student Society of America
www.prsa.org/prsa

SAMPLE COURSE SEQUENCE

FRESHMAN	
FALL	SPRING
ENG 1001G CMN 1310G BIO GEN ED ART/HUM GEN ED CMN 2920	ENG1002G MAT GEN ED PHYSICAL SCI GEN ED SOC/BEH GEN ED CMN 2010
SOPHOMORE	
FALL	SPRING
ART/HUM GEN ED SOC/BEH GEN ED CMN 3100 CMN 3980 JOU 2101	ART/HUM GEN ED SOC/BEH GEN ED CMN 3020 CMN 3960 Cluster elective
JUNIOR	
FALL	SPRING
CMN 3930 CMN 3965 Cluster elective PR elective ELEC/MINOR	CMN 4919 Cluster elective PR elective ELEC/MINOR ELEC/MINOR
SENIOR	
FALL	SPRING
CMN 4460 CMN 4921 Senior Seminar ELEC/MINOR ELEC/MINOR	CMN 4920 ELEC/MINOR ELEC/MINOR ELEC/MINOR INTERNSHIP