



CURRICULUM GUIDE 2021-2022*

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: grade of "B" or better in
ENG 1001G or a grade of "C" in
both ENG 1001G and ENG 1002G*

ELECTIVES: 9 HRS

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 - Conferences & Event Planning
CMN 3965 - Advanced P.R. Writing & Production
CMN 3980 - Strategic Social Media Communication
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 2520 - Introduction to Mass Communication
CMN 2630 - Intro. to Interpersonal Communication
CMN 2650 - Intro. to Organizational Communication
CMN 3075 - Television Studio Production
CMN 3230 - Advanced Public Speaking
CMN 3520 - Audio Production & Voice Work II
CMN 3540 - Production III
CMN 3710 - Intercultural Communication
CMN 3940 - Advertising: Theory & Practice
DGT 1363 - Introduction to Graphics Technology
DGT 2123 - Introduction to Digital Photography
DGT 3343 - Transmedia
JOU 2901 - Introduction to Copy Editing
JOU 2950 - Introduction to Visual Communication
JOU 3102 - Feature Writing
JOU 3300 - Publication Design
JOU 4771 - Communication Law

SCHOOL OF COMMUNICATION & JOURNALISM

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2021-2022. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

