



CURRICULUM GUIDE 2023-2024\*

# 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

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 - Production I  
CMN 2520 - Introduction to Mass Communication  
CMN 2630 - Intro. to Interpersonal Communication  
CMN 2650 - Intro. to Organizational Communication  
CMN 3050 - 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**

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\*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2023-2024. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.