

Public Relations Studies (PRS)

Division of Humanities

- **Tracks: Media Relations, Event Planning, International Relations, Digital Media Management**
- **Major: 39 credit hours**
- **Minor: 18 credit hours**
- **Major/Minor GPA required for graduation: 2.25**

PROGRAM REQUIREMENTS:

- **Capstone: Seminar in Communication (COM 490)**
- **Research: Communication Research Methods (COM 460)**
- **Service: Public Relations Techniques (W) (PRS 210)**

Mission: The public relations studies program at McKendree University provides students the opportunity to gain the understanding, skills, and experience necessary to engage in public relations.

Description of Major: A minimum of 42 credits is needed to complete the major, with at least 24 credits earned at McKendree University. The major includes a core of eight courses that emphasize the essential learning outcomes associated with the major. Additionally, students may choose a track to focus their understanding in specific contexts including media relations, event planning, international relations, digital media management, and general. Students in this program will be required to present a public relations portfolio during their graduating year. In addition to course work, the program encourages students to participate in promotions, publicity, community affairs, internal relations, writing, and special events planning.

The public relations studies program also offers a minor, which emphasizes the fundamental elements of public relations, writing, and media relations. To minor in public relations studies, students must complete a minimum of 18 credit hours, nine hours from the core courses and nine hours from electives.

Student Learning Outcomes

Students will:

- Write logically, clearly, persuasively, and precisely on a professional level.
- Engage in communication research, with a basic understanding of both qualitative and quantitative strategies.
- Develop, deliver, and critique effective oral presentations.
- Demonstrate high levels of interpersonal competence.
- Apply public relations theory to historic and contemporary public relations cases.
- Demonstrate sound ethical problem solving and decision making.
- Assemble a collection of public relations materials appropriate for display in a professional portfolio.

Preparation: The public relations studies degree prepares students for a career in public relations and related communication careers. The program also prepares students to enter graduate school in public relations and communication studies. Public relations specialists aim to generate a positive image for their client, including maintaining relationships with media professionals, developing campaigns, creating print and web-based materials, writing speeches, and managing digital media. Career opportunities in public relations include media relations, employee relations, public affairs, political campaigning, marketing communications, event planning, and fund-raising, among many others. Courses housed in the public relations studies program emphasize theory, writing, public speaking, interpersonal communication, problem solving, and organizational skills.

PUBLIC RELATIONS STUDIES MAJOR REQUIREMENTS 39 crs.

CORE REQUIREMENTS 24 crs.

PRS 200	PRINCIPLES OF PUBLIC RELATIONS	(3)
PRS 210	PUBLIC RELATIONS TECHNIQUES (W)	(3)
JRN 351	WRITING FOR NEWS MEDIA (W)	(3)
COM 252	INTERPERSONAL COMMUNICATION (W)	(3)
COM 300	COMMUNICATION THEORY	(3)
COM 351	ORGANIZATIONAL COMMUNICATION (W)	(3)
COM 460	COMMUNICATION RESEARCH METHODS	(3)

COM 490 SEMINAR IN COMMUNICATION (3)

Select one of the following tracks: 9 designated + 9 elective hrs.

A. MEDIA RELATIONS 9 crs.

PRS 330 CRISIS AND CONFLICT (3)

JRN 237 INTRODUCTION TO MASS COMMUNICATIONS (3)

JRN 353 FEATURE WRITING (W) (3)

B. EVENT PLANNING 9 crs.

PRS 320 CAMPAIGN AND EVENT PLANNING (W) (3)

COM 391 PERSUASION (3)

MKT 354 ADVERTISING AND PROMOTION (3)

C. INTERNATIONAL RELATIONS 9 crs.

PRS 360 INTERNATIONAL PUBLIC RELATIONS (3)

COM 353 INTERCULTURAL COMMUNICATION (3)

MKT 340 INTERNATIONAL BUSINESS (3)

D. DIGITAL MEDIA MANAGEMENT 9 crs.

PRS 330 CRISIS COMMUNICATION (3)

PRS 340 SOCIAL MEDIA AND PUBLIC RELATIONS (3)

JRN 372 WEB AND PRINT PUBLICATION DESIGN (3)

E. GENERAL TRACK 9 crs.

ANY COMBINATION OF THE ABOVE LISTED COURSES
(OTHER THAN FOREIGN LANGUAGE) WITH ADVISOR'S PERMISSION.

AS ELECTIVE OPTIONS, STUDENTS MAY SELECT ANY OF THE ABOVE COURSES NOT PREVIOUSLY CHOSEN AND/OR ANY OF THE FOLLOWING COURSES

PRS

380-390 TOPICS IN PUBLIC RELATIONS STUDIES (3)

PRS 470 INTERNSHIP IN PUBLIC RELATIONS STUDIES (3)

COM 200 SMALL GROUP COMMUNICATION (3)

COM 210 ARGUMENTATIVE COMMUNICATION (3)

COM 300 COMMUNICATION THEORY (3)

COM 310 BUSINESS AND PROFESSIONAL PRESENTATIONS (3)

COM 360 FAMILY COMMUNICATION (3)

COM 365 HEALTH COMMUNICATION (3)

COM 367 NONVERBAL COMMUNICATION (3)

COM 375 GENDER AND COMMUNICATION (3)

MKT 205 PRINCIPLES OF MARKETING (3)

PUBLIC RELATIONS STUDIES MINOR REQUIREMENTS 18 crs.

CORE REQUIREMENTS 9 crs.

PRS 200 PRINCIPLES OF PUBLIC RELATIONS (3)

PRS 210 PUBLIC RELATIONS TECHNIQUES (W) (3)

COM 460 COMMUNICATION RESEARCH METHODS (3)

THREE COURSES FROM THE FOLLOWING 9 crs.

PRS

380-390	TOPICS IN PUBLIC RELATIONS STUDIES	(3)
PRS 320	CAMPAIGN AND EVENT PLANNING (W)	(3)
PRS 340	SOCIAL MEDIA AND PUBLIC RELATIONS	(3)
PRS 470	INTERNSHIP IN PUBLIC RELATIONS STUDIES	(3)
COM 252	INTERPERSONAL COMMUNICATION (W)	(3)
COM 351	ORGANIZATIONAL COMMUNICATION (W)	(3)
COM 391	PERSUASION	(3)

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