

# Monmouth College Department of Communication Studies

## Overview of the Public Relations Major Requirements

The Public Relations major is a program designed to prepare students for a wide range of jobs and careers. Students interested in a public relations career should take advantage of extracurricular and co-curricular activities that offer the chance to put theory into practice.

Public relations practitioners are skilled creators of messages, strategic thinkers and managers of communication activities and events. Jobs in Public Relations will range from the every-day to the unusual, and typically combine an ability to juggle numerous tasks with an attention to detail. Public relations officers deal with a variety of internal and external publics, and often become the keeper of an organization's image. Some examples of specific jobs include: Copy Writer, Events Planner, multimedia Producer, Press Aide, Speech Writer, Publications Director, Editorial Assistant, Spokesperson, Web Designer.

### Required Courses for the Public Relations Major:

ECON 200 Principles of Economics  
PUBR 241 Public Relations  
COMM 261 Mass Media and Modern Society  
BUSI 307 Principles of Marketing  
BUSI 367 Advertising  
COMM 339 Persuasion  
PUBR 363 Media and Public Relations Writing  
PUBR 367 Layout and Design  
PUBR 491 Public Relations Cases  
PUBR 493 Internship or an approved, non-credit internship

### *One of the following courses:*

BUSI 105 Introduction to Commerce  
BUSI 335 Human Resources  
COMM 333 organizational Communication  
PSYC 237 Organizational and Industrial Psychology

### Electives:

Students are encouraged to meet with the program coordinator to discuss areas of interest. Often students can develop specific areas of expertise outside their major requirements. Courses in psychology, sociology and foreign language are generally useful, as is a familiarity with the various forms of communication technology (e.g., video, Internet, multimedia, print, graphic design). Coursework and experience that improves writing skills or increases business knowledge are especially valuable.