

Public Relations

An organization's reputation, profitability and continued existence can depend on the degree to which its goals and policies are supported by targeted "publics." Public relations specialists serve as advocates for businesses, governments, universities, hospitals and other organizations, and strive to build and maintain positive relationships with publics.

The Public Relations degree offered by NMU's Business Department, will help develop necessary skills to perform in such capacities.

Skills and Competencies

The ability to write well is an absolutely crucial skill for a career in public relations, so be sure to strengthen and develop your writing skills. NMU's liberal studies program will help you fine-tune these skills, as will your public relations course work. Additionally helpful skills for the public relations field include creativity, initiative, good judgment and the ability to express thoughts clearly and simply. Decisions-making, problem solving and research skills are also important. People who choose public relations as a career would also benefit from having self-confidence, an understanding of human psychology and an enthusiasm for motivating people. They should also be competitive, yet flexible and able to function as part of a team.

Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

Public Relations Core (20 cr.)

- PR231 Introduction to Public Relations (4 cr.)
 - PR250 Research in Public Relations (4 cr.)
 - PR330 Public Relations Message Design (4 cr.)
 - PR332 Corporate Social Responsibility (4 cr.)
 - PR430 Public Relations Case Studies (4 cr.)
 - PR431 Campaigns (4 cr.)
 - PR492 Internship in Public Relations (1-8 cr.)
- Select one Course from the following:
- BC200 Intro to Multimedia Journalism (4 cr.)
 - EN206 Survey of Journalism (4 cr.)
 - EN217 News Writing & Reporting (4 cr.)

PR Theoretical Electives (16 cr.)

- AD 118 Graphic Design: Foundations (4 cr.)
- BC470 Mass Communication Law (4 cr.)
- BC471 Mass Communication & Society (4 cr.)
- MGT221 Business Law: Legal Environment of Business (4 cr.)
- MGT240 Organizational Behavior & Management (4cr.)
- MGT344 Managerial Communication (4cr.)
- MGT475 International Business (4 cr.)
- MKT230 Intro to Marketing (4 cr.)
- MKT310 Marketing for Entrepreneurship (4 cr.)
- MKT335 Consumer Behavior Analysis (4 cr.)
- MKT360 Controversial Issues in Marketing & Management (4 cr.)
- MKT430 Services Marketing (4 cr.)
- MKT432 Advertising & Integrated Marketing Communications (4 cr.)
- MKT438 Marketing Management (4 cr.)
- MKT466 International Marketing (4 cr.)
- PR495 Special Topics in Public Relations (2-4 cr.)
- PR350 Sport Public Relations & Media (4 cr.)
- PR410 Sport Public Relations- Theory & Strategy (4 cr.)
- PR432 Environmental Campaigns (4 cr.)
- SP320 New Media Literacy (4 cr.)

Detailed course descriptions can be found at www.nmu.edu/bulletin.

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship and the NMU Chapter of the Public Relations Student Society of America is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

Additional Considerations

You can gain excellent experience in the public relations field by finding an internship related to your interests. Experience in public speaking or oral communication, as well as in persuasion and argumentation may be helpful.

A business minor or second major may prove beneficial when looking for positions in the business or industry fields. Course work in public speaking, writing, audience analysis, listening and interviewing will be crucial.

Remember to take any necessary exams early; it can take six weeks for results to be sent to the school to which you applied. Foreign languages (sometimes in two languages) is required in many graduate programs.

Job Outlook

Starting salaries are contingent upon geographic location and individual work experience and initiative, and usually range from \$30,000 to \$50,000. Overall, the field will grow faster than average, expanding at an 18% rate.

Potential Careers

NMU's Public Relations Program prepares students for employment in the following careers:

- Advertising/Marketing Specialist
- Campaign Director
- Corporate Communication Director
- Event Organizer
- Industrial/Labor Relations Rep.
- Legislative Assistant
- Lobbyist
- Market Research Analyst
- Media Analyst/Planner
- News Writer
- Press Agent
- Press Secretary
- Public Affairs Officer
- Public Affairs Specialist
- Public Information Officer
- Public Opinion Researcher
- Publicity Manager
- Research Assistant
- Research Specialist
- Sales Representative
- Speech Writer

Additional Resources and Information

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
103 Jacobetti Complex
906-227-2283
www.nmu.edu/acac

Communication & Performance Studies Dept
203 Thomas Fine Arts
906-227-2045
www.nmu.edu/caps

For Job Search, Resume and Career Information:
Career Services
3302.3 C.B. Hedgcock
906-227-2800
www.nmu.edu/careers

For Information about NMU Student Organizations Associated with this Major Contact:
Center for Student Enrichment
1206 University Center
906-227-2439
www.nmu.edu/cse

Public Relations Student Society of America
www.prssa.org

Internet Resource Links:
www.careers.org
www.bls.gov

For Career Information with National Organizations:
www.prsa.org -Public Relations Soc. of America
www.prssa.org -Public Relations Student Soc. of America



**NORTHERN MICHIGAN
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center
2021



What to do with
a major in...

Public Relations

