What To Do With A Major In….

Potential Careers

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

Occupations

Advertising/Marketing Specialist
Campaign Director
Corporate Communication Director
Event Organizer
Industrial/Labor Relations Representative
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

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 (PRSSA)
www.prssa.org

Internet Resource Links:
www.careers.org
www.careerresource.net

For Career Information with National Organizations:

www.prssa.org Public Relations Society of America
www.prssa.org Public Relations Student Society of America

Current as of Fall 2015
Provided by:

The Academic & Career Advisement Center
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 Communication and Performance Studies Department (CAPS) 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 well as 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. Decision-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 liberal studies and graduation requirements.

Public Relations Core
- BC 165 Introduction to Mass Media (4 cr.) or
- BC 200 Introduction to Multimedia Journalism (4 cr.)
- EN 206 Survey of Journalism (4 cr.) or
- EN 217 News Writing & Reporting (4 cr.)
- BC 470 Mass Communication Law (4 cr.)
- SP 100 Public Address (4 cr.) or
- TH 132 Acting I (4 cr.) w/ advisor approval
- SP 310 Communication Theory (4 cr.)
- PR 231 Introduction to Public Relations (4 cr.)
- PR 250 Research in Public Relations (4 cr.)
- PR 330 Public Relations Message Design (4 cr.)
- PR 430 Public Relations Case Studies (4 cr.)
- PR 431 Campaigns (4 cr.)

PR Theoretical Electives (4 cr.)
List of courses to pick from is on the website listed below.

Other Required Courses (16 cr.)
- EN 211 College Composition II (4 cr.) or
- SP 200 Argumentation (4 cr.) if EN 211 is taken before
- MA 171 Introduction to Probability and Statistics (4 cr.) or
- PY 305 Psychological Statistics (4 cr.) or
- SO 208 Methods of Social Research I (4 cr.)
- MKT 230 Introduction to Marketing (4 cr.)

Economic Issues Elective (4 cr.)
Courses may be chosen from list. List has courses from the following categories; Economics and Geography.

Any minor except Speech Cluster or Entertainment and Sports Promotion is acceptable.

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.