

# 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 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.

*Detailed course descriptions can be found at [www.nmu.edu/bulletin](http://www.nmu.edu/bulletin).*

## 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.)**
- PR430 Public Relations Case Studies (4 cr.)**
- PR431 Campaigns (4 cr.)**

### Concentrations: (Choose One)

General Concentration (24 cr.)

- BC165 Introduction to Mass Media (4 cr.) or**  
**BC200 Intro to Multimedia Journalism (4 cr.) or**  
**EN206 Survey of Journalism (4 cr.) or**  
**EN217 News Writing and Reporting (4 cr.)**
- BC270 Mass Communication Law (4 cr.)**
- SP100 Public Address (4 cr.) or**  
**TH132 Acting I (4 cr.) w/ Adviser Approval**
- SP310 Communication Theory (4 cr.)**

Environmental Concentration (22 cr.)

- BC165 Introduction to Mass Media (4 cr.) or**  
**BC200 Intro to Multimedia Journalism (4 cr.) or**  
**EN206 Survey of Journalism (4 cr.) or**  
**EN217 News Writing and Reporting (4 cr.)**
- BC270 Mass Communication Law (4 cr.)**
- PR332 Corporate Social Responsibility (4 cr.)**
- PR432 Environmental Change (4 cr.)**
- PR492 Internship in Public Relations (1-8 cr.)**
- PR Environment Concentration electives (4 cr.)**

Sports Concentration (22 cr.)

- BC165 Introduction to Mass Media (4 cr.) or**  
**BC200 Intro to Multimedia Journalism (4 cr.) or**  
**EN206 Survey of Journalism (4 cr.) or**  
**EN217 News Writing and Reporting (4 cr.)**
- BC470 Mass Communication law (4 cr.)**
- PR350 Sport Public Relations and Media (4 cr.)**
- PR410 Sport PR Theory and Strategy (4 cr.)**
- PR492 Internship in Public Relations (1-8 cr.)**
- PR Sport Concentration Electives (4 cr.)**

Other Suggested Electives (12cr)

- See Bulletin

Minor (20 cr.)

## 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](http://www.nmu.edu/acac)

Communication & Performance Studies Dept  
203 Thomas Fine Arts  
906-227-2045  
[www.nmu.edu/caps](http://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](http://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](http://www.nmu.edu/cse)

Public Relations Student Society of America  
[www.prssa.org](http://www.prssa.org)

Internet Resource Links:  
[www.careers.org](http://www.careers.org)  
[www.bls.gov](http://www.bls.gov)

For Career Information with National Organizations:  
[www.prssa.org](http://www.prssa.org) -Public Relations Soc. of America  
[www.prssa.org](http://www.prssa.org) -Public Relations Student Soc. of America



**NORTHERN MICHIGAN  
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center  
2018



What to do with  
a major in...

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