Public Relations Program

I. Mission and Structure

The Public Relations major is an interdisciplinary program designed to prepare students for a wide range of jobs and careers. Its focus is interdisciplinary, and it effectively combines theory and practical application.

Public Relations practitioners are skilled creators and managers. Duties will range from the everyday (press releases, ongoing publications, newsletters) to the unusual (a visit from the CEO, the opening of a new plant, the annual stockholders meetings).

Public Relations combines an ability to juggle numerous tasks with attention to detail. Often the hours are long, but the rewards can be substantial. Creativity and grace under pressure are some of the prerequisites for the job.

Public Relations means being a trusted advisor to top management and a strategic planner. PR officers deal with a variety of internal and external publics and are the caretakers of an organization's image.

Career Opportunities
Monmouth College students who pursue a major in Public Relations have a very bright future in the workforce. Some of the possibilities include: Copy Writer, Press Aide, Media Buyer, Graphic Designer, Web Designer, Events Planner, Speech Writer, Editorial Assistant, Multimedia Producer, Publications Director and Spokesperson.

Public Relations Major
Course requirements (All are 3 SH except as noted, see specific departments for complete course descriptions):

BUSA 307 Principles of Marketing
BUSA 315 Negotiations; or USA 335 Human Resources
BUSA 367 Marketing Communications
CATA 261 Mass Media and Modern Society
CATA 265 Writing for the Electronic Media
CATA 339 Persuasion
CATA 365 Media Production (4 SH)
CATA 491 Freedom of Expression & Comm. Ethics
ECON 200 Principles of Economics (4 SH)
MATH 106 Elementary Statistics
PUBR 341 Public Relations
PUBR 493 Internship

II. Program Objectives include the ability to:
1. Evaluate market conditions to determine appropriate public relations strategies.
2. Analyze Case Studies to offer both specific recommendations and counsel to an
organization.
3. Create successful communication strategies using a variety of media.
4. Demonstrate competencies in a professional environment.
5. Work successfully in fast paced, quickly changing environments.

III. Public Relations Assessment of Student Learning

1. PUBR 341- Public Relations
   a. An analysis of the final project (PR campaign) assignment will be done by creating a matrix outlining the various components and means of success. Quantitative data will be compiled noting what percentage of students achieved the various success levels.

2. PUBR 493 – Internship
   a. At present, each intern is asked to provide indirect assessment data (paper covering a personal evaluation and a discussion of course content (theory) versus real world application (practice). In addition, each internship supervisor provides a written evaluation of the student’s work (form of this is up to the supervisor). Beginning in Spring, 2007 the written evaluation will be changed to reflect the supervisor’s analysis of the student’s work based on the specific program outcomes goals of the Public Relations major. The plan is to have each supervisor fill out this form at “mid term” and at the end of the internship, and to discuss this document with the student intern and the College’s faculty mentor.

3. CATA 491 – Freedom of Expression and Communication Ethics
   a. At present, both CATA and PR majors take this course as their “culminating experience.” PR majors are asked to fill out a detailed indirect measure of their satisfaction with the program, their suggestions for improvements, their listing of three strengths and three weaknesses. Typically, these responses have been shared with faculty teaching in the PR major, though in rather informal meetings. As one outcome of the formal meeting which took place among PR teaching faculty this summer, a new course (Public Relations Cases) will be proposed as the culminating experience for PR majors. In this course, the indirect student response to the program will be continued, and a direct measure of assessment will be to formally analyze two assignments in this course:
      i. The “Best Practices” research paper, which will outline current best practices in a given PR area (such as investor relations, community relations, integrated communication, etc.) along with a listing of 5-7 key best practices (and rationale for these);
      ii. The “Case Study” paper, which will involve choosing a PR campaign of interest and identifying strengths and weaknesses in the model.

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