

SPEECH COMMUNICATION

Public Relations



College of Arts and Sciences • Department of Speech Communication

Degrees Available at SIUE

- Bachelor of Arts, Speech Communication - Public Relations
- Bachelor of Science, Speech Communication - Public Relations

Why Public Relations?

Public relations focuses on maintaining and enhancing an organization's image, or that of a person or group. Practitioners are charged with protecting a reputation and promoting values and positive awareness. They also monitor negative issues and develop communication strategies to offset them. Persons who are passionate about written and oral communication, who can rapidly assess a situation, and who are able to multi-task and organize vast amounts of information would be well-suited for a career in public relations.

Public Relations at SIUE

Students entering the public relations track in the Department of Speech Communication will enter a program strongly centered on faculty mentorship and practical work experiences. The department reviews requests for assistance from a long list of organizations in the region and accepts projects each spring for students to pursue in order to gain work experience. Activities include analyzing a particular issue, writing formal proposals, and presenting findings and communication strategies. If the organization approves the proposal, students actively engage in its implementation. Projects include work with schools, and non-profit social service organizations. Students also are encouraged to select an internship as part of their curriculum. Graduates will be able to showcase a comprehensive work portfolio to potential employers. SIUE's public relations degree specialization exceeds national guidelines set by the Commission on Public Relations Education. The University also has an award-winning chapter of the Public Relations Student Society of America.

Career Outlook

Public relations professionals are in high demand because of their direct focus on image enhancement and reputation/brand management. Opportunities for public relations positions are available in virtually every field. Employment opportunities are anticipated to grow much faster than average, although competition will be keen.

Admission Requirements

- Complete SPC 103, Interpersonal Communication Skills (or equivalent) with a grade of C or better
- Complete SPC 105, Public Speaking Skills (or equivalent) with a grade of C or better
- Attain a cumulative grade point average of at least 2.0 (on a 4.0 scale).

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Faculty

Associate Professors

Alicia Alexander, Ph.D.

2004, University of Texas at Austin

Isaac Blankson, (Chair); Ph.D.

2000, Ohio University

Duff Wrobbel, Ph.D.

1994, University of Texas at Austin

Sonia Zamanou-Erickson, Ph.D.

1988, University of Oregon

Assistant Professors

Jocelyn DeGroot Brown, Ph.D.

2009, Ohio University

Joanne Cattafesta, Ph.D.

2007, Rutgers University

Wai Hsien Cheah, Ph.D.

2004, University of Kentucky

Min Liu, Ph.D.

2006, North Dakota State University

Sorin Nastasia, Ph.D.

2010, University of North Dakota

Sarah Van Slette, Ph. D.

2006, Purdue University

Instructors

Komie Bumpers, M.A.

2000, Southern Illinois University Edwardsville

Renee Fussell, M.A.

1991, Southern Illinois University Edwardsville

Diane Hayes, M.A.

2006, Southern Illinois University Edwardsville

Stacey Howard, M.A.

2009, Southern Illinois University Edwardsville

Alan Shiller, M.A.

1975, Purdue University

Tara Thornton, M.A.

2000, Southern Illinois University Edwardsville



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

COLLEGE OF ARTS & SCIENCES

Sample Four-Year Curriculum - BS

	FALL	SPRING
YEAR 1	SPC 103 Interpersonal Communication (IGR) (3) ENG 101 Composition (3) PHIL 106 or MATH 106 (3) Introductory Fine Arts & Humanities (IFAH) (3) Introductory Social Sciences (ISS) (3) Total 15	SPC 105 Public Speaking (3) ENG 102 Composition (3) STAT 107 or CMIS 108 (3) Introductory General Education (3) Introductory General Education (3) Total 15
YEAR 2	SPC 200 Advanced Public Speaking (3) SPC Track Requirement (or recommended SPC elective) (3) International Issues/International Culture (II/IC) (3) Distribution Fine Arts & Humanities (DFAH) (3) Introductory Natural Sciences & Mathematics (INSM) (3) Total 15	SPC 330 Theories of Communication (3) SPC Track Requirement (or recommended SPC elective) (3) Distribution Social Sciences (DSS) (3) Distribution Natural Sciences & Mathematics (DNSM) (3) Elective (3) Total 15
YEAR 3	SPC 329 Communication Research Methods (3) SPC Track Requirement (or recommended SPC elective) (3) SPC Track Requirement (or recommended SPC elective) (3) Interdisciplinary Studies (IS) (3) Minor (3) Total 15	SPC Track Requirement (or recommended SPC elective) (3) SPC Track Requirement (or recommended SPC elective) (3) SPC Track Requirement (or recommended SPC elective) (3) Minor (3) Minor (3) Total 15
YEAR 4	SPC Track Requirement (or recommended SPC elective) (3) Elective (3) Elective (3) Elective (3) Minor (3) Minor (3) Total 18	SPC 409 Senior Project or SPC 414/415 Public Relations Campaigns: Programming & Implementation (3-6) Elective (3) Elective (4) Elective/Minor (3) Minor (3) Total 16-19
Public Relations Track and Speech Recommended Electives to total 24 hours: Requirements: SPC 213 , 313, 315, 413, 414 and 415 Recommended Electives: SPC 201, 203 , 210, 300, 311, 331, 403, 430, 434 and 491		

* Minor Statement

TRANSFER STUDENTS Maximize your transfer experience - complete the **bolded** courses/requirements pre-transfer **AND** satisfy the Illinois Articulation Initiative (IAI) General Ed Core or receive an AA, AS, or AAT (early childhood, special ed, or math) degree from an IAI community college. If 'Minor' requirements are shown, discuss careful course selection with the academic advising contact listed. Transfer Credit Equivalency Guides are located at siue.edu/transfer/

BA degree requires two semesters of same foreign language.

Exit Requirements

- Complete all general education and specific program/track requirements.
- Complete all requirements for an academic minor.
- Receive a B or higher in SPC 313 to continue in the track.
- Receive a C or higher in SPC 329 and SPC 330.
- Have a GPA of 2.0 or above for course work completed at SIUE.
- File an Application for Graduation by the first day of the term in which you plan to graduate

Application Deadline

Please refer to SIUE's undergraduate application deadlines.

Academic Advising Information

Brian Hinterscher
 College of Arts and Sciences Undergraduate Advising
 Campus Box 1609
 SIUE
 Edwardsville, IL 62026-1609
 618.650.5525

Contact Info

Department of Speech Communication
 Campus Box 1772
 SIUE
 Edwardsville, IL 62026-1772
 618.650.3090

