

Integrative Public Relations

Frequently Asked Questions

Welcome to the exciting major of Integrative Public Relations (IPR). This program is designed to prepare you to meet the challenges of the growing public relations industry. IPR is an interdisciplinary program that provides you with a strong core curriculum in addition to the option to personalize your major to further enhance your career goals.

IPR Advisors

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Moore Hall 308
989-774-1546
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Moore Hall 348
989-774-3950
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Moore Hall 421
989-774-1339
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Mr. Jim Wojcik
Moore Hall 409
989-774-4339
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CAM Academic Advisors

Each student has a dedicated CAM academic advisor.

To see who your advisors is, visit cmich.edu/myadvisor.

What is an interdisciplinary major?

Interdisciplinary means that the components of the program include courses from multiple departments. Courses from Broadcast and Cinematic Arts (BCA), Communication (COM), and Journalism (JRN) create a strong foundation for the program. In addition, elective courses from several other departments provide you with the opportunity to create an individualized program.

What are the requirements to enter the program?

You can start the program at any point during your academic career. All students are required to take IPR 101 before signing the major. IPR 101 is a one-credit course offered every semester and is designed to introduce you to the IPR major. You will be given the opportunity to sign your major in this course.

How do I obtain an IPR advisor?

There are two ways to get an advisor. If you sign your major when you are enrolled in IPR 101, you will automatically be assigned to an advisor. If you do not sign your major in IPR 101, you can request an advisor by calling the College of the Arts and Media at 989-774-1885. Your IPR advisor will only be able to answer questions about the major. Please contact a CAM academic advisor if you have questions about the university program, competency, and degree requirements.

What information is needed to sign an IPR major?

It is important to know the type of degree you are working towards (B.A., B.S. and B.A.A.). If you are unsure what type of degree you are getting, check with your CAM academic advisor. Also, a minor is required for the B.A.A. degree and can be signed at any time during your program. Your IPR advisor will only be able to sign the major. It will be necessary to contact the department the minor is in and request an advisor in that program. Therefore, you will most likely have multiple academic advisors while attending CMU, including a CAM Academic Advisor, an IPR Advisor, and a Minor Advisor.

What courses do I need to take?

Your IPR major is 61 credit hours and consists of two types of courses: required core courses and electives. The core for the IPR major is composed of 40 credit hours of required courses and includes courses from BCA, COM, and JRN. Electives are the courses from Electives I, II, III, IV and V (21 hours) you select with your IPR advisor based on your interests.

For the list of required and elective courses, please refer to the IPR Advising Worksheet available at ipr.cmich.edu.



COLLEGE OF THE ARTS & MEDIA

**INTEGRATIVE
PUBLIC RELATIONS**

CENTRAL MICHIGAN UNIVERSITY

Will I need an internship?

A six credit hour internship requirement is part of the program. You cannot do an internship until you have junior level status, have completed all of the required courses except the 500 level courses, meet the grade point requirements (grade "C" or better in all courses in the major and a minimum GPA of 2.5 in the major), and have permission of the Internship Coordinator. You must contact the Internship Coordinator the semester before you plan to do an internship. You will be required to file an application and provide the necessary documentation. Questions about internships should be directed to the Internship Coordinator: Jim Wojcik at wojci1jj@cmich.edu. Internship information and documents are also available online at cmich.edu/academics/colleges/college-arts-media/departments-schools/integrative-public-relations/internship-requirements

Are courses offered every semester?

Not all courses are offered every semester. It is important that you check the *Bulletin* to find out which courses are offered only fall or spring semesters. Do not assume any classes in the major will be offered during the summer. Failing to enroll in a course that is offered once a year will delay progress towards completing the degree.

What if I need to make changes in my IPR major?

Your IPR advisor is the faculty member who signed your major. He/she can assist you in making any changes. If there are any changes, they must be approved by your IPR advisor and a modification of major form must be completed. When you apply for graduation, you will be responsible for completing the courses on this form. Faculty are not available during breaks and not all faculty teach during the summer sessions. Check with your advisor for information about office hours and availability during summer months.

How do I select a minor?

If you are uncertain what minor might complement your IPR degree and prepare you for the type of position you desire, your IPR advisor can help.

Can I minor in BCA, COM or JRN since they are part of the IPR major?

Depending on your career goals, a minor or double-major in one of these areas might be appropriate. Some courses may count towards both your major and minor, so it is important to meet with an advisor to find out if this is an option. Although some departments may permit you to count a course from your major and apply it towards your minor, it is important to note that the course credit hours only count once and you are still responsible for meeting the minimum number of hours in order to graduate. Double counting must be approved by your minor advisor.

Can I study abroad?

Studying abroad can be a valuable learning experience. If you want to study abroad, please contact the Office of Study Abroad at 989-774-4308. *Your IPR advisor can only answer questions about the major and will not be able to answer questions about the study abroad programs available through CMU.*

Are there any scholarships available for IPR majors?

Several scholarships are available for IPR majors and you are strongly encouraged to apply. For a list of available scholarships, eligibility requirements, and to download an application, please visit our IPR website.

Is there an IPR student organization?

The primary organization for students majoring in IPR is the Public Relations Student Society of America (PRSSA). As a member of this national organization, you will have the opportunity to attend national conferences, network with professionals and meet other students interested in the exciting field of public relations. You will also have the chance to work on PR campaigns, including writing newsletters, press releases and coordinating special events through PR Central, the student-run public relations firm. For more information, please visit www.cmuprssa.org or check the bulletin board on the first floor of Moore Hall.

Visit IPR website at ipr.cmich.edu

Easy Reference Information

College of the Arts & Media

Moore Hall 129
989-774-1885

Broadcast & Cinematic Arts

Moore Hall 340
989-774-3851

Communication

Moore Hall 333
989-774-3177

Journalism

Moore Hall 454
989-774-3196

Academic Assistance

Ronan Hall 250
989-774-7506

Career Services

Ronan Hall 240
989-774-3068

Office of Student Success

Ronan Hall 260
989-774-3401