

PUBLIC RELATIONS CONCENTRATION

Are you interested in assessing and shaping how different groups view organizations and in designing communication strategies for them? Available within the Communication Major, the Public Relations concentration ties in everything from event planning to community and media relations.

PR is an ideal career choice for students who enjoy public presentation, writing, and research. Graduates of this field go on to work in public relations agencies, in both the for-profit and not-for-profit sectors. The PR concentration is also an excellent choice for students interested in graduate study in communication.

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