

PUBLIC RELATIONS

Are you interested in assessing and shaping how different groups view organizations and in designing communication strategies for them? Public relations is a very flexible major that ties in everything from event planning to community and media relations.

From event planning to media relations and surveying various publics, 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, both for-profit and not-for-profit. The PR major is also an excellent choice for students interested in graduate study in communication.

You'll study . . .

- Survey of Communication Fields
- Principles of Public Relations
- Public Relations Theory in Practice
- Advanced Public Relations
- Community Relations
- Crisis Communication
- Topics in Public Relations (e.g., PR Internet Resources)

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