

PUBLIC RELATIONS



PROGRAM REQUIREMENTS

18 Credits Required Including

- Fundamentals of Public Relations
- Principles of Marketing
- Three credits of Digital Media
- Electives of Choice
 - Professional Writing
 - Advertising and Promotions
 - Political Science
 - Internship & more

COMPLEMENTARY DISCIPLINES

- **Communications:** Apply core PR skills
- **Digital Humanities:** Leverage digital platforms
- **English Professional Writing:** Craft compelling narratives
- **Data Science:** Analyze and interpret interaction data
- **Graphic Design:** Create visual content for social and print media
- **Marketing:** Devise promotional strategies

CAREER CONNECTIONS

According to the U.S. Bureau of Labor Statistics, employment of public relations specialists is projected to grow 6% from 2022-2032. The median annual salary was \$62,800 in May 2022.

- Public Relations Specialist
- Media Relations Manager
- Communications Director
- Social Media Manager
- Corporate Communications Manager
- Event Coordinator

**SCAN HERE TO LEARN HOW
YOU CAN
CREATE YOUR OWN MAJOR?**

