Everyone Can Use a Little PR:
A Guide to Pursuing a Career in Public Relations

What is PR?

Public relations is best defined as the management of relationships between an organization and the publics that can affect its success (Bernays)

Aspects of PR Include:

Media relations	Customer relations
Employee relations	Fundraising
Event planning	Community relations
Investor relations	Public affairs
Publicity	Crisis Management

Who Can Benefit from Good PR?

Everyone! No one person or organization can succeed alone. Whether you work in a large corporation or a small, family owned business, you will need to know how to establish and maintain relationships with your customers, the community and the media. PR will show you how to do this successfully.

Skills Needed for a Successful PR Career:

Oral Communication	Critical Thinking
Writing and Editing	Design
Creativity	Problem Solving

Classes to Take:**

COM 322—Intro to PR
COM 270—Writing for Strategic COM
COM 295—Intro to IMC
COM 460—Desktop Publishing
COM 418—PR Case Studies
COM 422—Advanced PR

Other Classes to Consider:**

COM 223—Mediation & Conflict Management
COM 423—Negotiation
COM 327—Organizational Communication
COM 221—Small Group Communication
COM 268—Broadcast Journalism
COM 366—On-Camera Performance
COM 467—Advertising in Mass COM
COM 295—Crisis and Risk Communication
ENG 319—Document Design
MKT 340—Principles of Marketing
ENG 202—Intro to Journalism
COM 495—Entertainment PR

Advice:

- Get involved—do SOMETHING
- Network
- Keep up with current events
- Complete an internship

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