Consistent with the overall mission of the University of Pittsburgh at Bradford, the Bachelor of Science degree in Public Relations includes a liberal arts core curriculum, much of which is taken during the first two years of study.

**Employment Opportunities:**

Advertising & Public Relations
Advertising Copywriter
Advertising Industry
Non-Profit Marketing
Convention & Meeting Planner
Market Research Analysts
Event Planner
Fund Raising Specialist
Hotel & Motel Manager
Market and Survey Researchers
Product Manager
Property Manager
Real Estate Agent
Video Productions
Journalism & Publishing
Search Engine Marketing
Telemarketer
Travel Agent
International Marketer
Advertising Executive
Customer Service Manager
Internet Marketing Specialist
Art Director
Development Officer
Lobbyist
Field Coordinator
Commercial Artist
Franchise Specialist
Consultant
Government Administrator
Consumer Affairs Specialist
Copywriter
Sales Agent
Promotions Director
Specialty Advertising Distributor
Public Relations Manager
Telecommunications Director
Media Specialist
Retail Manager

Public Relations is a field concerned with maintaining public image for businesses, nonprofit organizations or high-profile people, such as celebrities and politicians. The main goal of a public relations department is to enhance a company’s reputation. People who work in public relations are able to present the best of a company or individual to the world.

Public relations majors at Pitt-Bradford take courses in Human Communications, Public Speaking, Mass Media, Promotional Writing, New Writing and Editing. Students learn to write, speak and think in an effort to become a master storyteller. Public relations majors receive hands-on training by working for the student newspaper and/or serve in an internship with an organization involved in planning events, writing press releases, taking pictures, designing web pages, or writing stories.

**Required Skills:**

- Human Relations
- Sales
- Communications (Written & Verbal)
- Analytical
- Creativity
- Initiative
- Competitive
- Team Work

**Possible Employers:**

- Government Agency
- Newspaper
- Public Relations Firm
- Advertising Agency
- Consulting Firm
- Public and Private Corporation
- Non-Profit Organization
- Sports Team

**PROFESSIONAL ORGANIZATIONS:**

- Public Relations Society of America  
  www.prsa.org
- Council of Public Relations Firms  
  www.prfirms.org
- International Public Relations Association  
  www.ipra.org
- Public Affairs Council  
  www.pac.org

**FIND OUT MORE ABOUT CAREERS IN PUBLIC RELATIONS AT:**

- PRSSA Job Center  
  www.prssa.org/jobcentermembersite
- About Public Relations  
  www.aboutpublicrelations.net/jobsinpr.htm
- PRSA Job Center  
  www.prsa.org/jobcenter
- Occupational Outlook Handbook  
  www.bls.gov/oco/ocos086.htm
- Career Services  
  www.upb.pitt.edu/career.aspx
Public Relations (BA) – Curriculum Guide

Student Name:       Advisor:

GENERAL EDUCATION REQUIREMENTS

COMPETENCIES (Minimum grade of C- required in all competencies)
☐ FS 0102 Freshman Seminar
   (if transferring in fewer than 18 credits)

Writing
☐ ENG 0101 English Composition I
☐ ENG 0102 English Composition II

Mathematics
☐* MATH 0098 College Algebra or Higher (see Major)

THE HUMAN EXPERIENCE
☐ Students are required to complete two courses designated
   as “Global”

ARTS & LETTERS (ONE course MUST be literature;
   ONE course MUST be a creative, fine or performing Arts course)
☐ Literature
☐ Arts
☐ Literature, Arts, Language

BEHAVIORAL, ECONOMIC, & POLITICAL SCIENCES
   (Two different categories must be represented))
☐ (see major)
☐ (see major)

HISTORY, CULTURES, & PHILOSOPHICAL INQUIRY
   (ONE course MUST be History, and ONE course must be Cultures
    or Philosophical Inquiry)
☐ HIST
☐ (see major)
☐ (see major)

PHYSICAL, LIFE, & COMPUTATIONAL SCIENCES
   (ONE course must be a Physical Science, ONE must be a Life
    Science and ONE must include a lab)
☐ Physical Science
☐ Life Science
☐ Physical, Life or Computational Sciences
☐ Lab

PHYSICAL EDUCATION
☐ PEDC

MAJOR / CORE RELATED COURSES
☐ COMM 0101 Introduction to Human Communication GE
☐ COMM 0104 Public Speaking
☐ COMM 0106 News Writing
☐ COMM 0107 News Editing
☐ COMM 0108 Newspaper Staff (The Source)
☐ COMM 0201 The Mass Media and Society GE
☐ COMM 1307 Visual Communication GE
☐ COMM 0210 Social Media Communication
☐ PR 0101 Introduction to Public Relations GE
☐ PR 1302 Public Relations: Case Problems
☐ PR 1304 Promotional Writing
☐ PR 1451 Capstone: Public Relations
☐ PR 1499 Internship in Public Relations OR
   COMM 1309 Environmental Communications GE

☐ REQUIRED MINOR
Note: Transfer students who have earned a previous degree, or
Pitt-Bradford students with a second major, do not need to
complete a minor.

☐ (see major)

* MATH 0098 does not meet the mathematics competency
   at the Pittsburgh campus

You will have According to your Degree Progress Report in
MY.PITT.EDU upon successful completion of the current term:

EARNED _________ credit hours
You NEED _________ for 120 credit hours required for graduation.

You will have earned _________ credit hours of Upper Level course work.
You NEED ______ for the 30 credit hours required for graduation.

NOTE: This guide is unofficial. Completing the requirements on this sheet
does NOT guarantee degree completion. Official degree completion
information can be found in MY.PITT.EDU. Contact your Faculty Advisor
and/or the Registrar’s Office with questions or concerns.