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

**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 Manage
- 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

**Professional Organizations:**
- Public Relations Society of America
- Council of Public Relations Firms
- International Public Relations Association
- Public Affairs Council

**Find Out More About Careers in Public Relations at:**
- PRSSA Job Center
- About Public Relations
- PRSA Job Center
- Occupational Outlook Handbook
- Career Services

- www.prsa.org
- www.prfirms.org
- www.ipra.org
- www.pac.org
- www.prssa.org/jobcentermembersite
- www.aboutpublicrelations.net/jobsinpr.htm
- www.prsa.org/jobcenter
- www.bls.gov/oco/ocos086.htm
- 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 new to Pitt-Bradford beginning fall 2013 are
  required to complete two courses designated as “Global”
  This replaces the previous Non-Western requirement

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.

*New course requirement for students starting major prior to
summer 2012. Former requirement:
MGMT 0101 Introduction to Business OR
MGMT 0110 Principles of Management

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.