

## What Can I Do With a Major in...

Public Relations (PR) is a field concerned with maintaining public image for businesses, non-profit 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 that 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	Field Coordinator	Product Manager
Advertising Copywriter	Franchise Specialist	Promotions Director
Advertising Executive	Fund Raising Specialist	Property Manager
Advertising Industry	Government Administrator	Public Relations Manager
Art Director	Hotel & Motel Manager	Real Estate Agent
Commercial Artist	International Marketer	Retail Manager
Consultant	Internet Marketing Specialist	Sales Agent
Consumer Affairs Specialist	Journalism & Publishing	Search Engine Marketing
Convention & Meeting Planner	Lobbyist	Specialty Advertising Distributor
Copywriter	Market and Survey Researchers	Telecommunications Director
Customer Service Manage	Market Research Analysts	Telemarketer
Development Officer	Media Specialist	Travel Agent
Event Planner	Non-Profit Marketing	Video Productions

*\*Some occupations will require additional training, certification and/or education*

# PUBLIC RELATIONS

## University of Pittsburgh at Bradford Public Relations Major Curriculum

**Degree: Bachelor of Arts**

**Division: Communications & the Arts**

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The Public Relations major consists of a 120-credit curriculum leading to a Bachelor of Arts degree. Consistent with the overall mission of the University of Pittsburgh at Bradford, the Public Relations major includes a liberal arts general education, much of which is taken during the first two years of study.

### Course Requirements in the Major

COMM 0101 Intro to Human Communication  
 COMM 0104 Public Speaking  
 COMM 0201 The Mass Media and Society  
 PR 0101 Introduction to Public Relations  
 COMM 1307 Visual Communication  
 PR 1302 Public Relations: Case Problems  
 PR 1304 Promotional Writing  
 PR 1451 Capstone: Public Relations  
 COMM 0106 News Writing  
 COMM 0107 News Editing  
 COMM 0108 Newspaper Staff (The Source)  
 MGMT 0101 Introduction to Business  
 PR 1499 Internship in Public Relations  
 OR  
 COMM 1309 Environmental Communications

### Other Requirements

\*A PR major must declare a minor in one of the following:

- Art
- Business Management
- English
- International Studies
- Political Science
- Psychology
- Sociology

Upon approval, other minors may be used to complete the requirement.

### PROFESSIONAL ORGANIZATIONS

Public Relations Society of America

[www.prsa.org](http://www.prsa.org)

Council of Public Relations Firms

[www.prfirms.org](http://www.prfirms.org)

International Public Relations Association

[www.ipra.org](http://www.ipra.org)

Public Affairs Council

[www.pac.org](http://www.pac.org)

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

PRSSA Job Center

[www.prssa.org/jobcentermembersite](http://www.prssa.org/jobcentermembersite)

About Public Relations

[www.aboutpublicrelations.net/jobsinpr.htm](http://www.aboutpublicrelations.net/jobsinpr.htm)

PRSA Job Center

[www.prsa.org/jobcenter](http://www.prsa.org/jobcenter)

Occupational Outlook Handbook

[www.bls.gov/oco/ocos086.htm](http://www.bls.gov/oco/ocos086.htm)

Career Services

[www.upb.pitt.edu/career.aspx](http://www.upb.pitt.edu/career.aspx)