

Public Relations | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning Embark on your first year by joining a community of learning in TXST Society of Professional Journalists. Explore majors with a MyMajors assessment. Take advantage of the Student Learning Assistance Center (Tutoring)	Meet with the College of Fine Arts and Communications Advising Center for questions about your major. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Share your knowledge as a Peer Mentor or Tutor at SLAC. Explore Campus Resources for academic and personal support. Meet with a faculty mentor to select an undergraduate research opportunity.	Check your Degree Audit & meet with your academic advisor. Explore next steps including a potential graduate degree. Complement your degree with a micro credential. Complete the PR Campaigns Capstone Course.
EXPAND your personal and social development	Review your degree plan for courses that include the Service-Learning Excellence program Expand your student experience by following Bobcat Update for the latest in student media coverage. Increase your learning community by joining an SJMC student organization. Be part of our Journalism & Mass Communication Living Learning Community. Find additional events and organizations through the Bobcat Organization HUB.	Sharpen your leadership by finding a at the TXST chapter of Public Relations Student Society of America (PRSSA). Consider the School of Journalism and Mass Communication's specially tailored study abroad and study in America programs led by faculty. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives Participate in The Big Event to give back to the regional community. Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community.	Select a service activity through Student Involvement to give back to the area community. Seek out a leadership role with the Leadership & Service program. Attend a Student Government Senate meeting to contribute to the TXST community. Attend financial literacy workshops (e.g., budgeting, student loans, taxes)
ENRICH your practical competence	Connect your schedule to the SJMC calendar each year to attend MassCommWeek and more. Explore the TXST One Stop for more information about the scholarships provided to new and continuing students. Attend an IDEA Center workshop to learn more about undergraduate research.	Learn the SJMC internship policies before taking the major's internship course Take advantage of the activities and opportunities in the Media Innovation Lab. Attend a conference related to your major (get recommendations from a faculty) or your student organization. Review micro internship opportunities for professional development in which you learn and earn.	Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills. Attend a professional conference with a department recommendation. Deliver a presentation in a student conference, workshop, seminar or community organization.
ELEVATE your career and professional life	Complete your Career Assessments, such as Focus2. Create your Handshake profile. Create your LinkedIn profile and connect with colleagues and leaders. Develop and review your resume with Career Services. Complete a job shadowing experience or informational interview with a professional in the field of your career interest with Career Services.	Develop your resume with the help of the professionals at Career Services. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Prepare to ace your job interviews with Career Services or your academic department.	Develop a full-time employment or graduate school plan with Career Services. Attend employer info sessions at Career Services. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

Think critically

Analyze and solve problems

Communicate clearly and effectively

Apply digital media strategy to the planning, development and implementation of a public relations campaign

Apply oral presentation skills that can carry over to industry and professional needs

Apply public relations industry standards to the planning, development and implementation of a strategic communication campaign

[See more marketable skills for this major.](#)

Career Opportunities

Account Executive

Digital Media Coordinator

Social Media Specialist

Event Coordinator

Public Affairs Specialist

Communication Coordinator

Brand Ambassador

Marketing Manager

Publicist

Influencer Marketing Specialist

Content Creator

Community Engagement Specialist

Experiences in Public Relations

Students embark on an interactive learning journey that takes them both inside the classroom and out into the professional world. Programming covers the importance of accomplished, ethical and credible communication and skill in strategic campaign design. The capstone course immerses students in the real world by having them work with professional clients to write strategic communication plans to solve pressing issues. Students may participate in faculty-led study abroad or Study in America trips, learn with peers in Living and Learning Communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience. This undergraduate program is accredited by the Accrediting Council on Education in Journalism and Mass Communications. An optional concentration in sports media is available.