

Public Relations | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with your Fine Arts and Communication Advisor to develop your academic plan. Explore majors with a MyMajors assessment. Take advantage of the Student Learning Assistance Center (Tutoring).	Meet with the College of Fine Arts and Communication Advising Center for questions about your major. Visit the Writing Center to find out how you can sharpen your writing skills in public relations or get additional help with assignments. 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. 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 from Alkek One. Consider adding a skill from the TXST Coursera Career Academy.
EXPAND your personal and social development	Review your degree plan for courses that include the Service-Learning Excellence program. Take part in PR Day to connect with the close-knit community of students, faculty and alumni. 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.	Sharpen your industry connections and leadership potential by joining 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. Check out the ways you can put your skills in action by joining Bobcat Promotions, the student-run media firm. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives Participate in The Big Event to give back to the regional 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. Build your PR resume by applying to student media opportunities in journalism, public relations or community relations at KTSW and The University Star. 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.	Talk to a PR faculty member about applying to join the national PRSSA Bateman competition team. 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.	Attend events to network with professionals at the Austin and San Antonio chapters of the Public Relations Society of America. 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

The public relations program at Texas State offers an immersive, professionally grounded experience that prepares students to become strategic, creative and confident communicators and PR practitioners. Through hands-on learning, students learn how to perform research, connect with audiences, and create strategic public relations plans for real-world clients like the Better Business Bureau, the National Safety Council, and Travel Houston. Beyond the classroom, students can join national competition teams, travel on career-exploration trips to New York City and Seattle, study abroad, work in student media, shadow professionals, and participate in organizations like the student-run media firm, Bobcat Promotions, or the award-winning TXST chapter of the Public Relations Student Society of America.