

Course Offerings

COM201 Principles of Public Relations

Introductory course dealing with role and function of public relations in society. Emphasizes the application of theory and principles to the practice of public relations.

COM241 Public Relations Writing

Provides public relations majors with a variety of public relations writing experiences most likely to be encountered in business, government, education, journalism, and community organizations and offers practical exercises in progressive sequence.

COM381 Promotional Publication Design

Offers writers and designers study in print and web-based communication with primary emphasis on desktop publishing and web-based publishing. Examines practical application of basic contemporary design to printed and web-based materials such as newsletters, booklets, pamphlets, and advertising messages.

COM432 PR Research and Campaigns

Explores the theory and philosophy of promotion as it pertains to PR. Examines basic quantitative and qualitative research methods that can be used effectively to design a campaign plan. Explores various components of a public relations campaign plan, which students will draw upon to produce a public relations campaign for a corporation or non-profit organization.

Contact Information

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Public Relations Education

Mission Statement

The Communication/Journalism Department seeks to educate young men and women for the purposes of public life and for the fulfillment of their personal goals.

The mission of the Department is to prepare students for careers in journalism, communications and related fields and for graduate study.

The Department informs its learning, teaching and mentoring with scholarly inquiry in the history, law, ethics, and professional and creative processes and effects of journalism and communications.



Source: Shippensburg University

What is PR?

Public Relations is the professional maintenance of a favorable public image by an organization or a famous person.

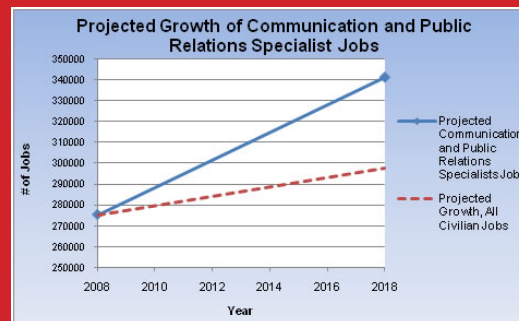
Public Relations is also the state of the relationship between the public and a company or other organization or famous person.

Public Relations focuses on enhancing a client's reputation.

Public Relations promotes the image of a client.

Important Skills

Writing
Editing
Background in Software
Communication
Public Speaking



Source: Bureau of Labor Statistics

Public Relations at SHIP

SUPR

SUPR is a student-run public relations firm that works with clients in the greater Shippensburg area. SUPR provides students with out-of-classroom experiences. SUPR offers various client services that include, but are not limited to:

- Promotional Development and Design
- Client Research
- Event Planning

ShipSUPR@gmail.com

PRSSA

PRSSA is the Public Relations Student Society of America. It is a national pre-professional organization for students interested in PR. The Shippensburg University Chapter, which started in 1991, strives to provide students with numerous opportunities to network with professionals and practice various skills before entering the real world.

PRSSA@ship.edu