

Thinking of changing your major?

Are you an undeclared student?

The **Public Relations** emphasis is the largest of the THREE sequences in the COMM/JOURN Department!

Join this growing field today!



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Questions?

Rowland Hall

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Public Relations FAQ

What is a Public Relations Specialist?

PR Specialists communicate with the public on behalf of clients, such as companies, organizations or governments. A PR Specialist spreads employer's or client's messages to the public using different mediums in effective ways.

What kinds of attributes should a person that wants to go into the PR field possess?

- Clear and effective communication skills*
- Creativity*
- Initiative*
- Good judgment*
- An outgoing personality or an extrovert personality*
- Self-confidence*
- Writing skills*
- Editing skills*
- Problem solving skills*
- Decision making skills*
- Research skills*
- The ability to work with others*
- Background in software such as InDesign and Dreamweaver*

What different types of jobs are available in the field?

- Public Relations Assistant*
- Advertising Copywriter*
- Marketing Specialist*
- Publicist*
- Account Executive*
- Corporate Public Affairs*
- Media Planner*
- Event Planner*
- Publicity Manager*
- Sales Manager*
- News Writer*
- Journalist*
- Advertising Manager*
- Lobbyist*
- Development Officer*
- Media Analyst*
- Creative Director*
- Public Opinion Researcher*

Why SHIP?

- All Public Relations professors have professional real-world Public Relations experience
- Department size makes more courses available
- Students get more hands on and practical experience
 - SUPR-Shippensburg's student run PR firm
 - PRSSA- Public Relations Student Society of America
 - Requires students to do real campaign with real client
- Largest of the 3 sequences in the Communication/Journalism department
- Offers graduate program with PR emphasis
- Stresses the importance of internships
- Offers help finding internships
- Offers help with job placement
- Provisionally accredited



You're invited



*to the PUBLIC RELATIONS open house
Friday, April 13, 2012 beginning at 7:00pm*

