

Public Relations Online Degree Completion Program

PROGRAM OVERVIEW

- Our graduates build and maintain positive relationships between organizations and their key publics to develop strong reputations for corporations, small businesses, government and community benefit organizations. Whether in agency or corporate environments, our graduates contribute to ethical communication in professional settings, and in face-to-face and online relationships with media practitioners, legislators, customers and others.
- Students gain confidence in their abilities to pitch story ideas and create legacy and social media content as they work in teams and develop strategic messages and campaign plans with a series of courses that culminate in a capstone experience.
- Within the Public Relations program, students take four core communication courses, four core public relations courses and six to nine additional courses regarding communication law, theory, ethics, history, persuasion, crisis communication, social media and message creation in a variety of settings. Within the four core public relations courses, students will gain hands-on experience in the Public Relations II writing course, the Public Relations III research issues and cases course, and the Public Relations IV campaigns course. These advanced classes allow students to work in simulated agencies for area nonprofit organizations, leading to a wholesome understanding of the industry.

