

PUBLIC RELATIONS



The Public Relations concentration develops students' skills in building relationships with key publics, including customers, investors, community members, media, legislators and social influencers. Students learn ethical communication strategies to build credible reputations for organizations.

DEGREES/CONCENTRATIONS

BACHELOR OF SCIENCE (B.S.)
SPEECH COMMUNICATION – PUBLIC RELATIONS

The Program – Students receive a well-rounded foundation along with opportunities to apply course content and work with nonprofit organizations. Students learn to pitch story ideas, create social media content, work with others, and develop strategic messages and campaign plans to prepare them for success in the workforce.

The Curriculum – The curriculum builds upon knowledge of public relations and introduces new skills, including basic knowledge of the field, writing, research and campaign development. The curriculum follows the standards set by the Public Relations Society of America (PRSA). Millersville University's PRSSA chapter partners with the Central PA chapter of PRSA. This membership allows students opportunities to attend conferences, meet professionals and gain access to PRSA resources.

Our Pride – Students in our Public Relations Campaigns course have won

