



EXPERIENTIAL MAJOR MAP *This major map will help you explore ways and opportunities to make the most of your student life and academic experience*

FIRST YEAR

MIDDLE YEARS

LAST YEAR

YOUR PASSION



Academic Experiences

- Review University Core, College Core and Major Requirements
- Meet with your advisor to talk about your major
- Be sure to complete COJR 1421 Writing for the Media and COMM 1670 Introduction to Communication Theory

- Apply for an Internship or take an Experiential Learning Course
- Complete your CORE 2101, Engaging the World and World Language Requirements
- Consider adding a minor to complement your major
- Meet with your advisor to review your academic plan and discuss graduate school or other career plans

- Meet with your advisor to confirm completion of degree requirements
- Complete your Senior Seminar Course
- Apply for Graduation

YOUR CALLING



Community Connections

- Attend the Student Involvement Fair to learn more about CommArts student groups and other organizations
- Attend a Study Abroad Information session to see how you can incorporate an experience into your educational plan
- Attend speaker and special events hosted by the College of Communication and the Arts

- Connect with your professors to build your network
- Submit your application to Study Abroad
- Join the Public Relations Student Society of America (PRSSA), Lambda Pi Eta, Litore Agency, or the Bateman Competition Team
- Apply to the CommArts Honor Alumni Mentor Partners (CHAMP) program

- Select major or general electives that broaden your knowledge and expose you to different areas of your discipline
- Make the most of your final year by talking with your faculty and advisor about opportunities related to your postgraduate goals

YOUR FUTURE



Career and Professional Success

- Speak with the Career Center regarding potential summer work or internship opportunities
- Conduct an informational interview to help you learn more about potential career fields
- Begin to develop your portfolio to highlight examples of your academic, personal and professional accomplishments

- **Take on a leadership position within a student organization**
- **If considering graduate school, prepare to apply to dual-degree or other graduate program**
- **Attend the Career Fair to explore post-grad opportunities and make connections**



Bachelor of Arts **PUBLIC RELATIONS**

The Public Relations program

is designed to present professional principles and practices in PR for corporate, nonprofit and governmental organizations in an international framework. One of only a few undergraduate public relations program nationwide to be certified by the Public Relations Society of America (PRSA), our students learn to conduct global public relations campaigns, and graduate with a strong ability to understand, create and execute public relations campaigns for clients. Our prime location within the tri-state area helps students obtain hands-on experience through internships — often with globally known companies — that frequently lead to jobs within the first year after graduation.



ACADEMIC SUCCESS CHECKLIST

- Meet with your Academic advisor at least once per semester
- Create a four year academic and engagement plan
- Take at least 15 credits per semester
- Visit the Academic Resource Center and Writing Center
- Complete the FAFSA annually and apply for scholarships

During the program, Public Relations students work with real clients; most also participate in two to four internships.

CAREER INFORMATION

CAREER READINESS

What do employers want?

- Think critically and problem solve
- Communicate clearly and effectively
- Build collaborative relationships to effectively work as part of a team
- Use technology to ethically and efficiently solve problems and reach goals

THIS MAJOR GIVES ME THE SKILLS TO:

- Demonstrate the ability to think, write, peer review, and present critically, creatively, correctly, and independently as applied to the practical and theoretical avenues of public relations to support a variety of purposes and the needs of a global and diverse audience.
- Show ethical pursuit of truth, accuracy, fairness, and all forms of diversity as applied to public relations in practice and research.
- Conduct original research, evaluate existing literature, understand measurement techniques, and apply quantitative and qualitative methodologies to inform data-driven decision making in practical applications.

WHAT CAREERS CAN I PURSUE?

- Communications manager
- Content creator/digital storyteller
- Digital strategist
- Employee relations
- Market research analyst
- Marketing coordinator
- Media relations
- Publicist
- Public relations manager
- Social media/content manager
- Strategic planner
- Writer/Copywriter

CAREER DEVELOPMENT CHECKLIST

- Join a student organization
- Have your resume reviewed by the Career Center
- Create your LinkedIn account and connect with alumni
- Participate in Career Center Networking activities
- Apply for an internship