

# PUBLIC RELATIONS

A degree in public relations will give you the strategic communication skills to create, promote, and maintain the reputation of brands, people, and organizations. Through our program, you'll build your portfolio with real clients, network with professionals, and complete an internship to gain real-world experience in corporate, nonprofit, and public relations agencies.

## STUDENT EXPERIENCE

### Learn and Do More at RWU

With a focus on experiential learning at RWU, public relations majors can:

- Create strategic communication campaigns for community partners.
- Work with real clients on a variety of communication issues.
- Write press releases, undergo media training, and plan events.
- Complete research projects to satisfy client needs.
- Participate in travel courses.

- + **Are you a people person and a natural communicator?**
- + **Do you enjoy curating and sharing content on social media?**
- + **Do you want to make a difference by shaping public opinion?**

## CAREER OUTLOOK

RWU public relations alumni are:

- Senior Account Executives at international public relations and communication firms
- Publicists for major films, celebrities, and record labels
- Account Coordinators at event venues
- Communications Managers for startups



## ALUMNI HIGHLIGHT

Public Relations is all about creating mutually beneficial relationships with people in the community. Not only do you have to help out your client, but you're working to make them look good in the eyes of the community, creating a good image for both yourself and the organization.

Juliet Hulme '19  
Marketing coordinator, On Deck Sports

## Faculty

Your public relations professors are journalists, news and radio anchors, speechwriters, and authors. They have expertise in public relations and marketing for a variety of businesses. They bring their professional experience to the classroom and serve as lifelong mentors, helping you find your way to the career path of your choice.

## Organizations

Join RWU's chapter of the Public Relations Student Society of America (PRSSA), the nation's leading pre-professional organization offering scholarships, networking, professional development, and travel.

## CURRICULUM

### Structure

Public relations students complete 12 major courses, including an internship and a variety of electives. Majors are encouraged to apply electives toward a minor or second major.

### Internships

All public relations majors complete at least one internship. You may choose a placement at a local organization such as:

- Racepoint Global
- Regan Communications
- Matter Communications
- FM Global
- R.I. Governor's Office
- Providence Mayor's Office
- Senator Sheldon Whitehouse's Office
- Providence Bruins
- New England Patriots

Or, you may apply for the Washington Internship and Experiential Learning Seminar with the Washington Center, where students research, attend meetings, write reports, and/or prepare briefings in Washington D.C. Other students choose to pursue an internship abroad location.

**OVER 80% OF  
RWU STUDENTS  
GRADUATE WITH  
MORE THAN JUST  
A SINGLE MAJOR**

Consider pairing **public relations** with:

- Marketing
- Web Development
- Public and Professional Writing
- Graphic Design
- Creative Writing

