



**PennState**  
Donald P. Bellisario  
College of Communications

# AD/PR

## Public Relations Option



### Intern & Work Opportunities

**Burson**



**verizon**



**Johnson & Johnson**



**Ogilvy**



Students who focus on public relations evaluate both the economic and social aspects of telling an organization's story to the public while preparing for careers in business, communications, mass media or a variety of other areas.

Students gain experience through classroom instruction and hands-on, real-life public relations opportunities.

In capstone courses, students work with real clients and learn how to build a PR campaign. They complete market research to craft key messages, social media content, and utilize tools such as news releases, public service announcements and media kits. Students fine tune their writing and presentation skills and harness strategic planning to build a client brand through a variety of media.

### Course Topics

- News Writing and Reporting
- Crisis Communications
- Public Relations Media and Methods
- Public Relations Campaigns
- Research Methods in Advertising and Public Relations
- Public Relations Problems
- Digital Media Content Creation and Strategy

### Personal Qualifications

- ✓ Ability to meet deadlines and work under pressure
- ✓ Analytical and creative problem-solving skills
- ✓ Curious and inquisitive
- ✓ Excellent interpersonal skills
- ✓ Excellent writing skills
- ✓ Persistent
- ✓ Self-starter
- ✓ Strong verbal communications skills

### Career Possibilities

- Charities, Foundations
- Colleges, Universities
- Corporate Communications
- Government Agencies
- Health Organizations, Hospitals
- Internet Marketers
- Public Relations Firms

### Job Titles

- Campaign Marketer
- Crisis Communicator
- Direct Marketer
- Fundraiser
- Government Relations
- Issues Manager
- Media Relations
- Sales Person
- Publicist