



PUBLIC RELATIONS

MAJOR FACT SHEET



Pursue a career in public relations, a dynamic, growing field where strategic social media campaigns, media relations, special events, promotional activities and digital communication help organizations build relationships with the media, consumers, employees and other target audiences. Students may take advanced courses to develop skills in new and emerging media, media relations, special events, promotions, crisis communication and strategic public relations campaigns.

PUBLIC RELATIONS FACTS

- According to the Public Relations Student Society of America, our public relations major is one of only 40 undergraduate programs worldwide to have earned certification in education for public relations “for meeting eight standards in curriculum, faculty, students, resources and facilities, assessment, professional affiliations, relationships with the total unit and the university and diversity and global perspectives.”
- The major and minor are also accredited through the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

AVERAGE ANNUAL STARTING SALARY

UWO Graduate*

\$36,108

National**

\$45,556

STUDENT ORGANIZATION

Public Relations Student Society of America (PRSSA) – gives students an opportunity to associate with peers and professionals and to share knowledge of public relations opportunities and standards through guest speakers, workshops and agency tours. The organization participates in the annual NODAC competition to promote organ donation awareness. Any student with an interest in public relations may become a member.

FEATURED EMPLOYERS

Wisconsin Department of Tourism, Siemens, Discover Wisconsin, Edelman



CLASSES

- Principles of Public Relations
- Public Relations Techniques
- Case Studies in Public Relations
- Intro to Media: News, Public Relations and Advertising
- Writing for the Media
- Foundations of Multimedia Storytelling
- Editing
- Law of Mass Communication

CHARACTERISTICS

- Strategic communicator
- Relationship builder
- Creative
- Attention to detail
- Research driven
- Storyteller

COMMON JOB TITLES

- Social Media Strategist
- Community and Public Relations Manager
- Associate Digital Media Planner
- Marketing Strategist
- Social Media Specialist
- Media Assistant
- Interactive Marketing Associate

* Salary data from UWO 2021-2022 First Destination Outcomes report

** Salary data from NACE Class of 2021 Report