

# WHAT IS PUBLIC RELATIONS?

## PR IS VITAL

TO THE SUCCESS OF  
ANY ORGANIZATION  
IN ANY INDUSTRY



ENTERTAINMENT



SPORTS



NONPROFITS



HEALTHCARE



POLITICS

## PR IS STRATEGIC

WE DECIDE WHAT  
MEDIA & MESSAGES  
WILL ENGAGE  
OUR PUBLICS



## PR IS POWERFUL

WE INTERACT  
WITH PEOPLE IN  
MEANINGFUL WAYS



## PR IS CREATIVE

WE'RE ABOUT  
PROBLEM SOLVING,  
STORYTELLING,  
DESIGN AND WRITING



## PR IS EVOLVING

PR IS CONSTANTLY  
CHANGING AND  
GROWING



## CONSIDER THE POSSIBILITIES @ TEXAS TECH

Public relations is about how organizations communicate with the public to create and strengthen relationships and reputation. Regardless of the goal you're pursuing, the industry you're interested in or where you want to work, there are opportunities for a career in public relations. The Texas Tech Department of Public Relations can help you prepare by providing you with skills that can be applied in a variety of careers in PR and beyond.

## OUR CLASSES

- PR Strategies
- PR Writing
- PR Graphics
- Social Media
- PR Campaigns
- Crisis Communication
- Nonprofit PR
- International PR
- Sports PR
- Political PR

## OUR ALUMNI

Our alumni work at the best firms from coast to coast. They also work in diverse fields such as sports, nonprofit, government and new media, or pursue graduate degrees in law, business and communication. Our alumni include:

- Senior Vice President, Weber Shandwick
- Senior Public Relations Manager, AT&T
- Communications Manager, FOX Sports
- Global Corporate Communications Manager, Nike
- Social Media Coordinator, Phillips 66
- Communications Manager, American Red Cross North Texas Region

## YOUR PROFESSORS

The public relations faculty is made up of award-winning teachers and researchers with a combined 159 years of experience in public relations and strategic communication – an average of 14.5 years per faculty member. Their backgrounds include expertise in:

- Nonprofit
- Crisis
- Health
- Corporate
- Consulting
- Strategy
- Campaigning
- Management
- Media Relations
- Applied Research
- Social Media
- Politics

## GET INVOLVED!

As a part of our program, you'll have the opportunity to get involved with dynamic student organizations that will help you:

- Build your portfolio
- Learn skills like social media management
- Develop as a professional
- Network with professionals & active students
- Gain experience interacting with real clients
- Apply what you learn to real-world issues

**Tech  
PR**

 @TxTechPR

Our PR student association hosts monthly meetings, agency tours in Dallas, professional development and networking events, community service opportunities and social events.

**RC  
PR**

 @RaiderCommPR

Our student-run PR firm provides you with real-world experience in strategic communication.



**OUTPOST**

SOCIAL MEDIA LAB @ TTU

 @TTU\_Outpost

Our social media command center – one of the only centers located within a college of media in the U.S. – provides you with an opportunity to train in a unique environment using tools only available in industry.



TEXAS TECH UNIVERSITY

College of Media & Communication

We'd love for you to learn more about what our program has to offer!

Connect with us online at: [www.depts.ttu.edu/comc/programs/publicrelations](http://www.depts.ttu.edu/comc/programs/publicrelations)

Or contact the department chairperson:

Weiwu Zhang, Ph.D. | 806.834.5967 | [weiwu.zhang@ttu.edu](mailto:weiwu.zhang@ttu.edu)