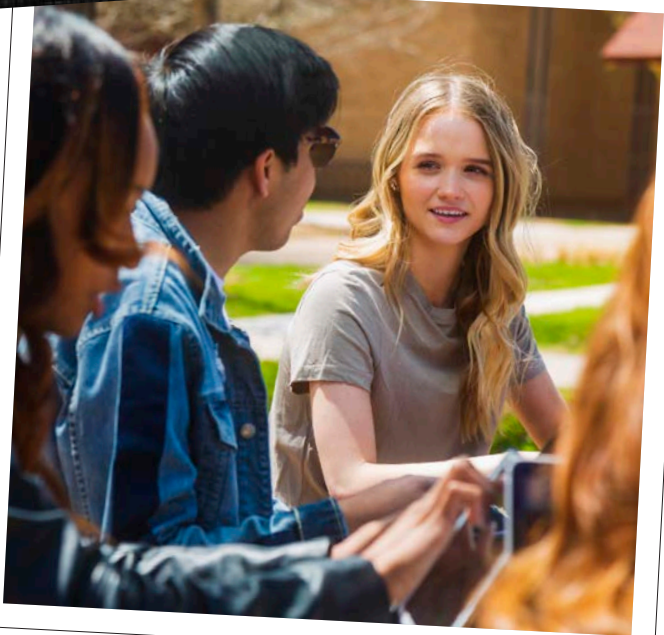


a degree in

PUBLIC RELATIONS

@ Texas Tech University



**THE BEST STRATEGY
IS A VERSATILE DEGREE**

WHAT IS PUBLIC RELATIONS?

At its core, public relations is **strategic communication management**. Using various forms of communication, we manage the relationships that are necessary for an organization's success. You might even say that public relations professionals are strategic storytellers. As a public relations student at Texas Tech University, you'll learn how to **create and deliver** engaging written, digital, and face-to-face messages. You'll also learn how to **manage** integrated communication programs, campaigns, and resources so you can effectively **advocate** for the organizations and causes that are important to you—in any industry! Texas Tech public relations majors develop proficiency in:

- Strategic communication
- Writing & media relations
- Leadership & professionalism
- Advocacy & activism
- Data analysis/research
- Digital/social media
- Strategic planning
- Global communication & diversity
- Ethics
- Critical thinking



CAREERS IN PUBLIC RELATIONS

Because a degree in public relations is so **versatile**, most careers in public relations don't actually include the words "public relations" in the title. Here are a few examples of job titles of some of our graduates:

- Social Media Manager
- Manager of Social, Digital, and Enterprise Communications
- Director of Marketing
- Communications Manager
- Digital Strategist
- VP of Sports & Events
- Account Executive
- Digital Engagement Manager
- Content Coordinator
- Creative Director
- Director of Product Marketing
- Public Information Officer
- Marketing Communications Manager
- Economic Development Director
- Public Relations Manager
- Brand Manager
- Digital Marketing Coordinator
- Public Affairs Specialist
- Event Planner
- Media Relations Manager
- Outreach Coordinator
- Media Intelligence Manager

ALUMNI SPOTLIGHT



Casey Kopp

PUBLIC RELATIONS CLASS OF 2016

Current job

Celebrity Assistant Associate Producer

Location

NBCUniversal, Los Angeles, Calif.

What I do

Research and pitch unique story ideas about celebrity guests for *The Kelly Clarkson Show*. Help the show run smoothly.

Job search advice

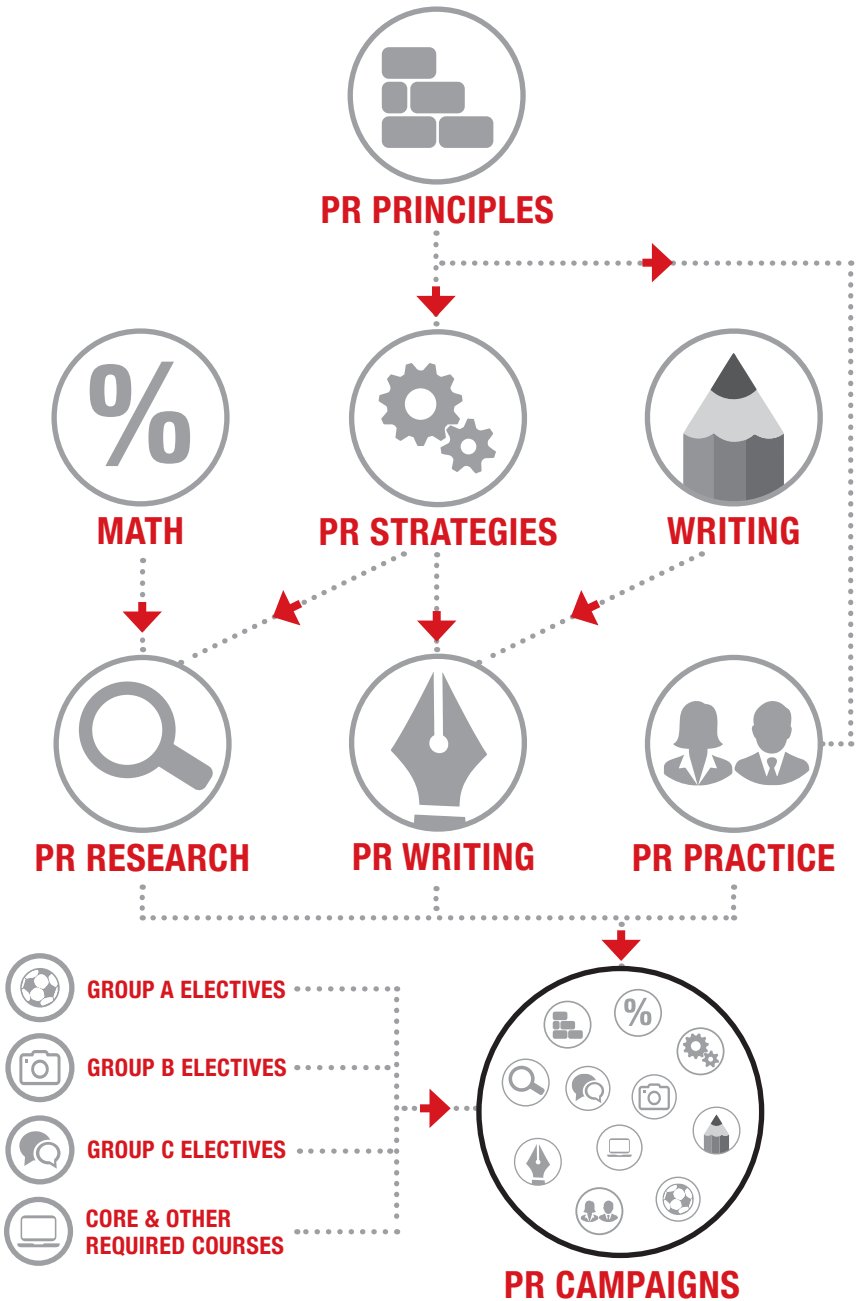
PR is a versatile degree. There are so many different things you can do with it. I wasn't entirely sure what I was going to do after college, but with this degree you're open to a ton of different opportunities.

CLASSES WE OFFER

- PR 2310 - Principles of Public Relations:** A study of the policies and procedures of creating and maintaining goodwill among organizations' various publics. Examines the many aspects of public relations as a staff and management function.
- PR 3300 - Applied Public Relations Theory and Concepts:** Examination of public relations and relevant persuasion, media, and communication theories; practical application of theory for understanding and solving public relations problems and developing strategy.
- PR 3308 - Public Relations Practice:** Investigation of the professional world of public relations practice as it relates to personnel, program, and career management. Consideration of legal, financial, and ethical issues.
- PR 3311 - Public Relations Strategies:** Strategic management of public relations by analyzing the PR process as it relates to PR theory and practice.
- PR 3312 - Public Relations Writing:** An overview of audience analysis, media analysis, and the logic and language skills needed to construct persuasive messages used in the public relations profession.
- PR 3315 - Digital Public Relations:** Examination of online, mobile, and social media tools in public relations practice; consideration of issues related to monitoring, engagement, crisis and relationship management, and analytics.
- PR 3341 - Public Relations Graphics and Production:** Design, composition, layout, typography and production applied to public relations; use of computer as a layout and design tool for visual communications.
- PR 3345 - Public Relations Content Development:** Development, design, management, and implementation of multimedia public relations content for organizational media; organizational storytelling; content strategy and creation for mobile, social, and web distribution.
- PR 3351 - Public Relations for Nonprofits:** Examination of public relations strategies and techniques used to advance goals of nonprofit organizations, including generating coverage, finding and sustaining financial support, recruiting and retaining volunteers.
- PR 3352 - Public Relations Event Management:** Examination of public relations event management within various settings. Role of events in building organizational reputation. Strategy, planning, marketing, logistics, finance, risk assessment, and evaluation.
- PR 3353 - Political Public Relations:** Examination of public relations applications and functions in political settings, including political campaigns, issues management, political crises, citizen engagement, government relations, public affairs, public information.
- PR 3354 - Sports Public Relations:** Examination of the roles and responsibilities of public relations practitioners working in the sports industry at the professional and collegiate levels.
- PR 3390 - Internship in Public Relations:** Minimum of 160 hours supervised employment in media or communications organization.
- PR 4000 - Special Public Relations Project in Integrated Communication:** A hands-on experience in developing and presenting a PR campaign for a business problem or opportunity.
- PR 4300 - Individual Study in Public Relations**
- PR 4301 - Special Topics in Public Relations:** Considers selected topics in public relations.
- PR 4310 - RaiderComm Agency Experience:** In this service-learning course, students produce professional-level work as part of the student-led agency, RaiderComm. Students will create/implement strategic communication plans for real-life clients.
- PR 4350 - Crisis Communication:** Role of public relations in the prevention, management, and response to crises. Analysis of corporate, nonprofit, and government sector crises from a public relations perspective.
- PR 4351 - International and Multicultural Public Relations:** Investigation of the challenges and opportunities of practicing public relations in international, multicultural, and cross-cultural contexts. Examination of public relations function as practiced in other cultures.
- PR 4380 - Applied Public Relations Research:** In-depth examination of the applied research function in public relations. Designing, implementing, analyzing, interpreting, and applying research to address real-world problems; evaluating program effectiveness.
- PR 4412 - Public Relations Campaigns:** Public relations campaign planning, preparation, and presentation in problem-solving mode. Setting objectives; executing research projects; evaluating creative media promotion; and preparing public relations plans, messages, budgets.

PATH TO A CAREER IN PR

and the skillset you'll develop along the way



ALUMNI SPOTLIGHT



Ashley Turner

PUBLIC RELATIONS CLASS OF 2015

Current job

Content Manager

Location

VisitDallas, Dallas, Texas

What I do

Manage website content; write and edit blogs, newsletters, and magazine content.

Job search advice

Don't limit yourself to job opportunities that don't necessarily have "PR" in the title...A PR degree will serve you in so many ways when you enter the job market, as there are countless opportunities for those with a PR background.

DEGREE EXTRAS



While having a degree in Public Relations from Texas Tech University is itself a highly valuable credential on any resume, our students also have the opportunity earn “**micro-credentials**” as part of their required coursework. Micro-credentials are resume-worthy, industry-relevant certifications that further enhance students’ competitiveness on the job market. Micro-credential opportunities offered in our classes are regularly updated to stay on top of industry trends, and may include:

- Muckrack’s Fundamentals of Media Relations Certification
- Arthur Page Society public relations ethics training
- HubSpot Social Media Marketing Certification
- PRSA’s Certificate in Principles of Public Relations
- Google Analytics
- Adobe-branded participation certificate

GET INVOLVED FROM DAY ONE



PRSSA

The Texas Tech chapter of PRSSA (Public Relations Student Society of America) is open to students interested in professional development, networking, and increased practical knowledge that future employers are looking for. Members of the TTU PRSSA chapter meet regularly with industry professionals and visit with strategic communication professionals at a variety of corporations and agencies. More information can be found at raiderprssa.com.

RAIDERCOMM

RaiderComm is a student-run, full-service public relations firm that provides an opportunity for members to develop as professionals, learn new skills, and apply their coursework to real-world accounts for a wide-range of clients. Members learn about new business development, client relation management, and campaign implementation. More information can be found at raidercommpr.wixsite.com/rcpr.

OUR FACULTY

- ✓ Award-winning instructors
- ✓ Communication consultants
- ✓ National trade organization leaders
- ✓ Internationally-recognized researchers
- ✓ Just genuinely good people



ALUMNI SPOTLIGHT



Jack Ciampi

PUBLIC RELATIONS CLASS OF 2019

Current job

Associate Brand Manager

Location

GNC, Pittsburgh, Pa.

What I do

Strategically connect consumer needs with the different product offerings and determine the best channels for reaching them.

Job search advice

Try not to limit yourself to one industry, but instead focus on gaining key experience in any industry at any company or firm.



TEXAS TECH UNIVERSITY
College of Media & Communication

Department of Public Relations™

comc.ttu.edu/programs/publicrelations

Dr. Eric Rasmussen, Chair
eric.rasmussen@ttu.edu