



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

# AD/PR

## Public Relations Option



### Intern & Work Opportunities



Students who complete the public relations option focus on both economic and social aspects of public relations, preparing to pursue 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 and craft news releases, PSAs, pitch letters and assemble media kits. Students fine tune their writing and presentation skills and harness strategic planning to build a client brand through traditional and new 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

### 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