

Bachelor of Arts **PUBLIC RELATIONS**



COLLEGE OF HUMAN DEVELOPMENT,
CULTURE, AND MEDIA

SETON HALL UNIVERSITY

EXPERIENTIAL MAJOR MAP *This major map will help you explore ways and opportunities to make the most of your student life and academic experience*

FIRST YEAR

MIDDLE YEARS

LAST YEAR

YOUR PASSION



Academic Experiences

- Review University Core, College Core and Major Requirements
- Meet with your advisor to talk about your major
- Be sure to complete COJR 1421 Writing for the Media and COMM 1670 Introduction to Communication Theory

- Apply for an Internship or take an Experiential Learning Course
- Complete your CORE 2101, Engaging the World and World Language Requirements
- Consider adding a minor to complement your major
- Meet with your advisor to review your academic plan and discuss graduate school or other career plans

- Meet with your advisor to confirm completion of degree requirements
- Complete your Senior Seminar Course
- Apply for Graduation

YOUR CALLING



Community Connections

- Attend the Student Involvement Fair to learn more about CommArts student groups and other organizations
- Attend a Study Abroad Information session to see how you can incorporate an experience into your educational plan
- Attend speaker and special events hosted by the Department of Communication, Media, and the Arts

- Connect with your professors to build your network
- Submit your application to Study Abroad
- Join the Public Relations Student Society of America (PRSSA), Lambda Pi Eta, Litore Agency, or the Bateman Competition Team
- Apply to the CommArts Honor Alumni Mentor Partners (CHAMP) program

- Select major or general electives that broaden your knowledge and expose you to different areas of your discipline
- Make the most of your final year by talking with your faculty and advisor about opportunities related to your postgraduate goals

YOUR FUTURE



Career and Professional Success

- Speak with the Career Center regarding potential summer work or internship opportunities
- Conduct an informational interview to help you learn more about potential career fields
- Begin to develop your portfolio to highlight examples of your academic, personal and professional accomplishments

- **Take on a leadership position within a student organization**
- **If considering graduate school, prepare to apply to dual-degree or other graduate program**
- **Attend the Career Fair to explore post-grad opportunities and make connections**



Bachelor of Arts PUBLIC RELATIONS

The Public Relations program

is designed to present professional principles and practices in PR for corporate, nonprofit and governmental organizations in an international framework. One of only a few undergraduate public relations program nationwide to be certified by the Public Relations Society of America (PRSA), our students learn to conduct global public relations campaigns, and graduate with a strong ability to understand, create and execute public relations campaigns for clients. Our prime location within the tri-state area helps students obtain hands-on experience through internships — often with globally known companies — that frequently lead to jobs within the first year after graduation.



ACADEMIC SUCCESS CHECKLIST

- Meet with your Academic advisor at least once per semester
- Create a four year academic and engagement plan
- Take at least 15 credits per semester
- Visit the Academic Resource Center and Writing Center
- Complete the FAFSA annually and apply for scholarships

During the program, Public Relations students work with real clients; most also participate in two to four internships.

CAREER INFORMATION

CAREER READINESS

What do employers want?

- Think critically and problem solve
- Communicate clearly and effectively
- Build collaborative relationships to effectively work as part of a team
- Use technology to ethically and efficiently solve problems and reach goals

THIS MAJOR GIVES ME THE SKILLS TO:

- Demonstrate the ability to think, write, peer review, and present critically, creatively, correctly, and independently as applied to the practical and theoretical avenues of public relations to support a variety of purposes and the needs of a global and diverse audience.
- Show ethical pursuit of truth, accuracy, fairness, and all forms of diversity as applied to public relations in practice and research.
- Conduct original research, evaluate existing literature, understand measurement techniques, and apply quantitative and qualitative methodologies to inform data-driven decision making in practical applications.

WHAT CAREERS CAN I PURSUE?

- Communications manager
- Content creator/digital storyteller
- Digital strategist
- Employee relations
- Market research analyst
- Marketing coordinator
- Media relations
- Publicist
- Public relations manager
- Social media/content manager
- Strategic planner
- Writer/Copywriter

CAREER DEVELOPMENT CHECKLIST

- Join a student organization
- Have your resume reviewed by the Career Center
- Create your LinkedIn account and connect with alumni
- Participate in Career Center Networking activities
- Apply for an internship