



LUCAS

PUBLIC RELATIONS

ABOUT MY MAJOR

Public Relations is essentially a mix of communications and marketing and working with different publics, whether it be within your organization or externally, to communicate and express your organization's goals. I think people think that it's a lot like fact spinning or trying to make things look better than they actually are, when in many cases we're really just trying to educate and inform without causing panic or giving away too much information that we don't have a basis for. It's really walking a fine line.

CHOOSING MY MAJOR

I used the Office of Academic Advising to choose my major! My advisor and I met pretty regularly throughout my freshman year and we explored all kinds of areas on campus. I took Career Cruising and I attended Majors in Minutes, which were both super helpful. At Majors in Minutes I was really able to connect with a lot of students in PR, and also from other majors that I was exploring. It was a really awesome networking opportunity and it gave me that comfortability to go in and add some intro classes into my schedule. Once I took those intro classes, I got great hands-on experience that made me feel comfortable pursuing PR.

MINORS & CERTIFICATES

I don't have a minor, but I do have a certificate for Public Relations and Entertainment. Essentially, I'm taking one extra class and I'm getting an extra certificate that goes with my major. Public Relations is one of those majors that pairs easily with a lot of areas. Marketing and Communications, those are two of the easiest to pair because it's essentially adding on a few extra classes. I know a lot of people pair with a passion project, like digital media or art, because they know what they want to do and public relations is a tool that will help them be successful in that industry as well.

INTERNSHIPS

I did a marketing internship for a real estate company and two of their partner companies that do property management and settlement. It was a really interesting opportunity to work within an industry that I wasn't familiar with, like real estate. I was able to take a lot away from that about things that I liked, as well as things that I didn't like. You can really clarify a lot for yourself in a short amount of time.

CAREERS

There's so many different areas that I want to explore. What's really great about my degree is that all these skills I'm learning are really transferable. No matter what industry you're going into, you have some sort of level of security. It's sort of about learning how to market and what terms to use to make yourself look desirable in that industry.

Event planning is a major area I think would be super interesting. I love being able to plan events and bring people together and enjoy that sense of community. You can go into working for a public relations or marketing or communications agency too. Lots of places do need what we offer in our major, and sometimes they can only afford to pay one person to do all those different things. So you might be the Director of Operations and you're posting on social media, you're putting out communications, you're doing all the marketing because those are the skills that you have to offer.