

PUBLIC RELATIONS

University of Northern Iowa College of Humanities, Arts, and Sciences

<https://chas.uni.edu/cm/majors/public-relations-major>

About The Major

Public relations professionals help a business or individual cultivate a positive reputation with the public through various communications including traditional media, social media, and in-person engagements. Students in this major will develop an understanding of how to influence opinions and behavior in support of clients while communicating their messages to specific audiences at the right places and times.

Sample Course Work

Oral Communication
Fundamentals of Journalism
Advocacy Campaigns
Editing and Design
Product Management
News Writing and Reporting

Possible Careers

*Some titles may require further education

Publicist	Program Coordinator	Social Media manager
Event Coordinator	Editor	Market Research Analyst
Advertising Sales Agent	PR Specialist	Lobbyist
Content Manager	Fundraising Manager	Marketing Officer

UNI Graduates: Where Are They Now?

- News Letter Journal
- Ames Chamber of Commerce
- Two Rivers Marketing
- Principal Financial Group
- Girl Scouts of Greater Iowa
- The Toro Company
- TEKsystems
- McDonough District Hospital
- Hellman Advertising
- HKA Inc. Marketing Communications
- Wisecarver Public Relations
- Agile Transformation Inc.
- Red Branch Media
- Wells Fargo
- Wellmark Blue Cross and Blue Shield

Skills Needed

- Communication skills
- Writing skills
- Creativity
- Honesty
- Relationship-building
- Strategic thinking
- Ability to work under high-pressure
- Public speaking
- Time management
- Research skills
- Adaptability