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
- Publicist
- Event Coordinator
- Advertising Sales Agent
- Content Manager
- Program Coordinator
- Editor
- PR Specialist
- Fundraising Manager
- Social Media manager
- Market Research Analyst
- Lobbyist
- Marketing Officer
*Some titles may require further education

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