

PUBLIC RELATIONS

University of Northern Iowa College of Humanities, Arts, and Sciences
<https://commstudies.uni.edu/public-relations>

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 opinion and behavior in support of clients while communicating their messages to specific audiences at the right places and times.

SAMPLE COURSEWORK

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|--------------------------------|--|
| Mass Communication and Society | News Writing for Media |
| Sports Public Relations | Public Relations Campaign Methods |
| Principles of Public Relations | Public Relations for Special Events Planning |

POSSIBLE CAREERS *some titles may require further education

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|---------------------|-------------------------|---------------------|-------------------------|
| Publicist | Copywriter | PR Specialist | Social Media Manager |
| Spokesperson | Advertising Sales Agent | Editor | Market Research Analyst |
| Event Coordinator | Content Manager | Brand Ambassador | Lobbyist |
| Program Coordinator | Technical Writer | 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
- LMK Marketing
- Huggins Consulting Group, LLC
- Iowa Public Television Foundation



SKILLS NEEDED

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

HOLLAND CODES

EAS