

PUBLIC RELATIONS

PROGRAM OVERVIEW

Our public relations program allows students to pursue specific concentrations within the major while also developing familiarity in areas such as business and government service. Students are able to develop their interests with courses in professional writing and production, digital media, event planning, management, organizational communication, and more. A recent review of Capital's public relations program by outside experts was highly complimentary in comparing the program to others in the United States and abroad. Our faculty members were also recognized for their international reputation, excellent teaching, and scholarship.

CAREERS AND PLACEMENT

Many of Capital's recent public relations graduates are practicing public relations for organizations involved in the area of finance, healthcare, education, broadcasting, and design, as well as in marketing, advertising, and public relations firms. Others have gone on to careers in law, talent recruitment, and fundraising. Our graduates have found work at AT&T, Chase Manhattan Bank, Inspire PR Group, Fahlgren Mortine Public Relations, Big Lots, Ohio Hospital Association, OhioHealth, NetJets, the Columbus Zoo, and more.

EXPERIENTIAL LEARNING

Students can gain experience through hands-on pre-professional activities, immersion courses, and internships. Internship locations have included public relation firms, banks, government agencies, hospitals, non-profit organizations, and many others.

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA (PRSSA)

Capital University hosts a student chapter of the Public Relations Student Society of America (PRSSA). The student chapter meets frequently to host professional speakers, plan chapter activities, and help local businesses and organizations solve public relations problems through a student-run public relations firm. Capital PRSSA is one of six student chapters connected with the Central Ohio Chapter of PRSSA, which serves more than 350 professional members. Nationally, PRSSA is made up of more than 10,000 students and is the foremost organization for students interested in public relations and related fields.

AS A GRADUATE, YOU WILL BE PREPARED TO:

- Describe the historical, functional, and theoretical foundations of your discipline
- Critically analyze and synthesize information and events from multiple perspectives (social, cultural, aesthetic)
- Assess the legal and ethical implications of your work
- Communicate effectively in a variety of formats (orally, in writing, mediated, virtually) to a variety of audiences (clients, supervisors, subordinates, group/team members)
- Create artifacts that demonstrate contextually appropriate technique, aesthetic, storytelling, and business knowledge (audience, legality, distribution)
- Engage in culturally responsible ways with individuals, groups, and society

WHAT ARE OUR GRADS DOING NOW?

- Director of Public Relations
- Account Executive
- Development Coordinator
- Event Manager
- Social Media Strategist
- Communication Specialist
- Community Engagement Coordinator

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Four-Year Sample Schedule of a Public Relations Major

Freshman Fall

15 credit hours
Oral Communication - 3
Media Criticism & Analysis - 3
Intro to Public Relations - 3
First Year Seminar - 3
Ethics - 3

Sophomore Fall

15 credit hours
Religion - 3
Cultural Pluralism - 3
Public Relations Writing - 3
Electives - 6

Junior Fall

16 credit hours
Science & Tech - 2
Humanities - 3
Video Production - 3
Electives - 8

Senior Fall

16 credit hours
Lab Science - 4
Internship - 6
PR Elective - 3
Elective - 3

Freshman Spring

16 credit hours
Academic Composition - 4
Quantitative Reasoning - 3
Social Science - 4
News Writing - 4
Pre-Professional Activity - 1

Sophomore Spring

16 credit hours
Fine Arts - 3
Intro to Graphic Design - 3
Public Relations Research - 3
Writing for the Web - 4
Interpersonal
Communication - 3

Junior Spring

16 credit hours
Global Systems - 3
Ethics, Law, Media - 4
Public Relations
Campaigns - 3
Electives - 6

Senior Spring

15 credit hours
Internship - 6
Electives - 9

All courses subject to availability and advisor approval. All undergraduates must demonstrate that Signature Learning goals have been met.

