PATHWAYS | Public Relations

Bachelor of Arts in Public Relations

COURSE SELECTION

- COMM1000
- Complete ENGL1100/1120 and core social science with 2.3/4.0 GPA or higher

- CMJN2100, JRNL1100, PRCM3040
- Gateway: CMJN2100, JRNL1100

SYNTHESIZE MATERIAL FROM PREVIOUS CLASSES AND APPLY SKILLS TO DEVELOP A PERSONAL BRAND.

- Complete internship (PRCM 4920)

FRESHMAN

- Courses taken this year develop and fine-tune your writing and research skills; break down specific case studies in Public Relations and introduce the intricacies of the Public Relations field.

- CMJN2100, JRNL1100, PRCM3040
- Gateway: CMJN2100, JRNL1100

- Synthesize material from previous classes and apply skills to develop a personal brand.
- Complete internship (PRCM 4920)

SOPHOMORE

- Meet with an advisor to outline goals, understand the application process, and assist with individual planning.
- Once 30 hours are completed, make an appointment with your CMJN advisor in the School of Communications and Journalism.
- The Miller Writing Center is a helpful resource for the intensive writing required in this program.

- Meet with the Career Center to explore career options and learn how to create a resume and portfolio.
- Attend Communication and Media Career Day to explore additional internship and career opportunities.

JUNIOR

- Seek opportunities to join freshman leadership programs and student organizations related to your individual interests.
- Use Handshake to explore employers actively hiring in your field and search part-time jobs that can add experience to your resume.

- Use LinkedIn (linkedin.com/alumni) to identify past graduates in your major. Contact them to set up informational interviews and shadowing opportunities to gain further understanding of your major in the world of work.

- One internship is required for the major, but you are strongly encouraged to pursue multiple opportunities to gain experience.

- Attend Communication and Media Career Day to explore additional internship and career opportunities.

SENIOR

- Meet with the Career Center to practice interviewing and develop job search techniques.
- Join Lambda Pi Eta, honor society for students in communication related fields.
- Take on leadership positions in committee work in PRSSA/PRSA.
- Continue building a relationship with your mentor through PRSSA/PRSA.

- Seek a mentor through Public Relations Student Society of America (PRSSA)/Public Relations Society of America (PRSA).

- Join the Public Relations Student Society of America (PRSSA)/Public Relations Society of America (PRSA) to orient you to the field.
- Follow the Public Relations social media accounts (Facebook, Twitter) as well as the CMJN Facebook page and Twitter account.

- Utilize AUInvolve (auburn.edu/auinvolve) to identify organizations of interest, to attend meetings and enhance your resume.

- Join Lambda Pi Eta, honor society for students in communication related fields.
- Take on leadership positions in committee work in PRSSA/PRSA.
- Continue building a relationship with your mentor through PRSSA/PRSA.

CAREER PLANNING

University Career Center
303 Mary Martin Hall | career.auburn.edu

A bachelor's degree in Public Relations prepares you for careers in a variety of fields requiring strong communication, leadership and interpersonal skills. Experience is essential for gainful employment in this field.

Director of Development
Minimum Education: B.A., M.A.
Entry Level Salary Range: $30.8K-$51.6K

Public Relations Specialist
Minimum Education: B.A.
Entry Level Salary Range: $30.7K-$54.1K

Event Coordinator
Minimum Education: B.A.
Entry Level Salary Range: $27.4K-$43.2K

These are just three options out of many that public relations majors pursue. For more career options be sure to check out "What Can I Do With a Major In..." on auburn.edu/career.