

Public Relations Online Degree Completion Program



"My classes have challenged me academically, motivated me to become an effective business professional, and I've learned vital skills that have now turned into professional work."

— Olivia Varner '22



The Public Relations program at Millersville University allows students to gain professional skills in writing, research and campaign planning for work in agencies, corporations and nonprofit environments. Students collaborate on projects as they learn ethical communication principles and practices to build their expertise.

PROGRAM OVERVIEW

- Our graduates build and maintain positive relationships between organizations and their key publics to develop strong reputations for corporations, small businesses, government and community benefit organizations. Whether in agency or corporate environments, our graduates contribute to ethical communication in professional settings, and in face-to-face and online relationships with media practitioners, legislators, customers and others.
- Students gain confidence in their abilities to pitch story ideas and create legacy and social media content as they work in teams and develop strategic messages and campaign plans with a series of courses that culminate in a capstone experience.
- Within the Public Relations program, students take four core communication courses, four core public relations courses and six to nine additional courses regarding communication law, theory, ethics, history, persuasion, crisis communication, social media and message creation in a variety of settings. Within the four core public relations courses, students will gain hands-on experience in the Public Relations II writing course, the Public Relations III research issues and cases course, and the Public Relations IV campaigns course. These advanced classes allow students to work in simulated agencies for area nonprofit organizations, leading to a wholesome understanding of the industry.

PROGRAM BENEFITS

- 100% online courses.
- Program start dates in spring and fall.
- Flexibility to work while earning a degree.
- Courses offered year-round to allow you to complete your degree faster.

WHY STUDY PUBLIC RELATIONS?

Millersville University's Public Relations program balances study of the discipline in coursework and applied settings. Students learn effective communication and public relations strategies and practices, social science and qualitative research, media studies, digital communication, cultural studies and more.

- Our curriculum: Millersville's curriculum follows standards set by the Public Relations Student Society of America (PRSSA).
- Our award-winning PRSSA chapter partners with the Central PA Chapter of the Public Relations Society of America (PRSA). Membership in PRSSA provides students opportunities to attend conferences and learn from professionals and gain access to PRSSA internships and PRSA resources.
- Our internship opportunities offer students hands-on experiences to apply the knowledge they have learned in the classroom to real-world work situations.



PROGRAM COURSES

Required Prerequisite Courses:

Successful completion of at least 30 total transferrable credits, including the following prerequisite course, is required before beginning the program:

- COMM 100 Speech

Required Communication Core: (12 credits)

- COMM 101: Introduction to Communication
- COMM 201: Communication Theory
- COMM 301: Communication Research
- COMM 401: Critical Cultural Studies in Communication

Required PR Courses: (12 credits)

- COMM 251: Introduction to PR
- COMM 351: Public Relations Writing (W)
- COMM 451: Public Relations Issues and Cases
- COMM 452: Public Relations Campaigns

Media Foundation Courses: (12 credits)

- COMM 121: Intro to Media Arts Production
- COMM 206: Communication and Media Law
- COMM 220: Survey of Mass Media
- JRNL 313 (W): Fundamentals of Journalism

Electives A: Professional Communication Electives

(3 credits: CHOOSE ONE)

- COMM 224: Organizational Communication
- COMM 225: Communication in the Nonprofit Sector
- COMM 305: Business and Professional Communication
- COMM 300, 400, 500: Internship

Electives B: Persuasive Messaging Electives

(3 credits: CHOOSE ONE)

- COMM 371: Crisis Emergency and Risk Communication
- COMM 403: Persuasion and Social Media Influence
- COMM 441: Political Communication
- COMM 429: Special Topics in Communications Studies
- COMM 461: Health Communication
- WRIT 343: Rhetorical Analysis

Electives C: Digital Messaging – Additional Electives

(6 credits: CHOOSE TWO)

- COMM 380: Digital Media Writing
- COMM 390: Social Media Campaigns
- JRNL 327: Feature Writing
- ENGL 317: Editing for Publication
- AENG 356: Desktop Publishing

CAREER OPPORTUNITIES:

- Account manager/executive
- Blogger
- Brand manager
- Campaign director
- Communications director
- Content creator
- Copywriter
- Chief strategy officer
- Digital marketing
- Director of development/fundraising
- Employee relations
- Event coordinator
- Internet marketing
- Government affairs
- Public relations specialist
- Marketing coordinator
- Media relations specialist
- Multicultural relations
- Promotion manager
- Public information officer
- Recruiter
- Green marketer
- Social media coordinator
- Social media analyst
- Web content creator



"Immediately after graduation, my spring internship became a full-time position. My degree has served me in more ways than I could put into words."

– Fayra Molina '21