

# Mayborn School of Journalism Strategic Communications - Public Relations

\*Nationally Accredited\*

A degree in Strategic Communications - Public Relations from the Mayborn School of Journalism prepares students for careers in public relations firms, corporations, nonprofit organizations, trade associations, government and political candidates, and independent consulting. Journalism faculty have a wide range of professional experience, which they bring into the classroom.

## Jobs in Public Relations

- **Media relations and publicity**

Writing and distributing non-advertising messages, working with the media to get publicity for a client or employer, and offering media training to organizational representatives.

- **Employee or member relations**

Writing magazines, newsletters and other media to reach employees, members, retirees and their families as well as developing and executing special events and fundraising campaigns.

- **Public affairs and government relations**

Helping government agencies, military and political candidates adapt to public expectations and describe their activities. Also lobbying and assisting political candidates to win their election and re-election.

- **Community relations**

Communicating with local special-interest groups and holding community special events as well as managing issues, charitable contributions and employee volunteer programs.

- **Consumer relations and marketing communications**

Helping organizations in product publicity, branding and trade shows, developing and executing special events as well as direct-response, cause-related marketing and integrated marketing communication campaigns.

- **Others**

Webmaster, blogging and social-networking, B2B (business-to-business) or industry relations, financial or investor relations, and crisis management

## Examples of Previous Student Internships

- American Airlines
- Moroch PR
- House of Blues
- Richards Partners PR
- KXAS-TV, Dallas-Fort Worth
- C. Pharr & Company
- Texas Health/Presbyterian
- Brooks & Associates PR
- United Way
- Strauss Marketing

## Student Organizations

- Public Relations Student Society of America (PRSSA)
- National Association of Black Journalists (NABJ)
- National Association of Hispanic Journalists (NAHJ)
- Kappa Tau Alpha (KTA) Journalism Honorary
- REAL Community (Residents Engaged in Active Learning) - Residence-hall living learning community

