

SUNY Fredonia's

# COMMUNICATION MAJORS

## What is Public Relations?

The goal of the program is to familiarize students with the basic concepts and principles of public relations, including:

- Use of communication strategies to achieve organizational goals
- Concepts of public opinion, audience analysis, and persuasion
- Professional, ethical, and legal responsibilities
- Applications of public relations in various environments

This major focuses on the theoretical constructs and professional skills necessary to effectively mediate the goals and obligations of an organization and the needs and concerns of the public.

## Public Relations



## What Can You Do With a Public Relations Degree?

Graduates of Fredonia's Public Relations program learn how to be communication advocates in a variety of professional and civic settings. A degree in Public Relations can bring you many career opportunities with positions such as:

- Brand Ambassador
- Chapter Relations Administrator
- Content Manager
- Content Strategist
- Copy Writer
- Director of Public Affairs
- Director of Public Relations
- Editor
- Executive Assistant
- Event Coordinator
- Event Manager
- Lobbyist
- Manager
- Manager, Digital and Social Media

## Classes You Might Enjoy:

Here is a list of classes that might interest you:

- Principles of Public Relations
- Introduction to Social Media
- Public Relations Writing
- Public Relations Case Analysis
- Public Relations Campaign
- International Public Relations
- Political Communication
- Health Communication
- Presidential Campaign Communication
- Introduction to Business Communication



Department of  
Communication



**Stop by McEwen 324 for more information!**

Considering becoming a communication major? Make sure to ask a Communication instructor any questions you have!

By Sara Bialkowski & Dr. Angela McGowan-Kirsch