





PATHWAYS | PUBLIC RELATIONS

Bachelor of Arts in Public Relations



COLLEGE OF
LIBERAL ARTS

	COURSE SELECTION	ASK FOR ASSISTANCE	GAIN EXPERIENCE	GET INVOLVED
FRESHMAN	<ul style="list-style-type: none"> • COMM1000 • Complete ENGL1100/1120 and core social science with 2.3/4.0 GPA or higher 	<ul style="list-style-type: none"> • 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.  <p><i>Tichenor Hall, home of the College of Liberal Arts student advising.</i></p>	<ul style="list-style-type: none"> • Seek opportunities to join freshman leadership programs and student organizations related to your individual interests. 	<ul style="list-style-type: none"> • 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. 
SOPHOMORE	<ul style="list-style-type: none"> • CMJN2100, JRNL1100, PRCM3040 • Gateway: CMJN2100, JRNL1100 			
JUNIOR	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Meet with the Career Center to explore career options and learn how to create a resume and portfolio. • Utilize resources such as ePortfolio Project and Media and Digital Resources Library (MDRL), both located in RBD Library. 	<ul style="list-style-type: none"> • Attend Communication and Media Career Day to explore additional internship and career opportunities. 	
SENIOR	<ul style="list-style-type: none"> • Synthesize material from previous classes and apply skills to develop a personal brand. • Complete internship (PRCM 4920) 	<ul style="list-style-type: none"> • Seek a mentor through Public Relations Student Society of America (PRSSA)/ Public Relations Society of America (PRSA). • Meet with the Career Center to practice interviewing and develop job search techniques. 	<ul style="list-style-type: none"> • One internship is required for the major, but you are strongly encouraged to pursue multiple opportunities to gain experience. 	<ul style="list-style-type: none"> • 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



Mary Martin Hall, home of the Auburn University Career Center

Updated: March 20, 2015

AUBURN UNIVERSITY CAREER CENTER

303 MARY MARTIN HALL | [AUBURN.EDU/CAREER](http://auburn.edu/career)

A bachelors 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

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.

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