

Public Relations

B.A. | Bachelor of Arts in Public Relations

nwciowa.edu/public-relations

Communications emphasis

Enhance your writing and speaking skills, experiment with graphic design, and think broadly about how the media can best serve consumers. Many public relations majors pursue a double major, expanding their knowledge and understanding of another industry or business. To specialize further, consider a minor in arts administration, journalism or multimedia.

Student media group

You'll spend at least two semesters working for Crosswalk Media, a student-led group that partners with area businesses and nonprofits to meet their communication needs. Students have developed advertising, public relations campaigns and social media content for places like Sheldon Christian School, Orange City Public Library and Tulip Town Bulb Company.

Standout internships

Build your resume before graduation and intern with an industry leader that matches your talents and interests. Our Compass Center for Career & Calling will help you prepare for and find impressive internships at companies like:

✓ Raven Industries, Sioux Falls, SD

✓ Orange City Chamber of Commerce, IA

✓ American Medical Association, Chicago, IL

✓ Durham Museum, Omaha, NE



Practice in print

The Beacon newspaper gives students real-world journalism experience.



100% placement

100% of public relations majors find a job or enroll in grad school within six months of graduation.



Hands-on experience

Put your skills to work locally or intern with a national corporation in Chicago or Denver.

Outcomes

Public relations is one of the United States' faster growing industries, with employment rates expected to rise 11% before 2030, according to the U.S. Bureau of Labor Statistics. Join our standout public relations alumni at employers and graduate schools such as:

- Blank Park Zoo, Des Moines, IA
- Boston University, Boston, MA
- ChildServe, Grimes, IA
- Edelman, Washington, D.C.
- Seattle Seahawks, Seattle, WA