



PUBLIC RELATIONS

Public relations major · Public relations minor

Hone creative and strategic communications skills, produce work with multimedia technology used in the field and gain a wealth of real-world experience via internships and immersive off-campus experiences as you prepare for a thriving public relations career under the guidance of published, practicing PR professionals.

THE CLASSROOM EXPERIENCE

Rigorous coursework and diverse media skills development

100%
of our students
complete an internship
or undergraduate
research.

While the media and public relations industries are in a constant state of change, Franklin College's approach to public relations education remains equally nimble, adapting quickly to arm graduates with the most relevant and marketable skills. Coursework is heavily focused on the foundation of public relations work: writing. That focus takes shape as students write news releases, web copy, social media content, advertising copy, communications plans, blogs, scripts and more. Students' proficiency in written communication is accompanied by a wealth of digital media and communications skills, including media relations, interviewing, media buying, strategic planning, photography and videography. The curriculum culminates as students prepare a professional portfolio in both print and digital formats to showcase their breadth of experience and empower them to launch a rewarding career upon graduating.

www.FranklinCollege.edu

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OUTSIDE THE CLASSROOM

Internships and experiential learning

Every Franklin College public relations major graduates having completed at least one internship, though many students complete two, three or even five in just four years. In the past, students have interned with:

- **PR agencies:** Borshoff, Dittoe Public Relations, Hiron
- **Sports teams:** Indianapolis Colts, Indiana Pacers
- **Businesses:** Kroger, consulting firms
- **Government agencies:** Office of the Mayor of Indianapolis, Greenwood Chamber of Commerce, Indiana Department of Homeland Security
- **Nonprofits:** The Julian Center, Girls Inc.

In addition to internships, public relations majors frequently attend conferences, workshops and seminars to explore areas of personal interest and network with professionals. Former students attended a conference for women in advertising in New York City, studied French media in Paris and participated in a diversity workshop at the largest PR agency in the state.

Immersive experiences are also woven into coursework; in recent years public relations students have participated in community and national crisis drills, practicing crisis communications in real time as hypothetical disasters unfold.

POST-GRADUATION

Endless professional applications

Public relations is a core communications function that exists in nearly every industry, and Franklin College graduates are well-equipped to enter and succeed in every one, including:

- **Business:** Fortune 500 companies and small businesses, internal communications, PR agencies
- **Healthcare:** Hospitals, medical device manufacturers, medical practice groups
- **Sports and entertainment:** College and professional sports organizations
- **Government:** Federal, state and local agencies
- **Education:** K-12 schools, colleges and universities
- **Nonprofit:** Philanthropies, arts and culture organizations, religious institutions

DEPARTMENT OVERVIEW

- **Supplementary major or minor:** Many public relations students pursue multiple disciplines, majoring or minoring in leadership, creative writing, English, business, graphic design or multimedia journalism.
- **Career preparation:** All public relations majors take Public Relations Practice Areas, a course that explores the industry's abundant career options and empowers students to identify areas of interest early in their college career.
- **Department contact information:** Read more about the program at www.FranklinCollege.edu/pr or contact Professor of Journalism Ray Begovich, Ed.D, directly at 317.738.8209 or rbegovich@FranklinCollege.edu.