PUBLIC RELATIONS

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

Public relations major · Public relations minor

Hone creative and strategic communications skills and produce work with the latest multimedia technology. Gain a wealth of real-world experience before graduating and enter the field backed by the Pulliam School of Journalism's prestigious name. Upon graduation you will be primed to excel in this exciting, fast-paced and evolving field.

SCAN
to learn more

THE CLASSROOM EXPERIENCE

Traditional public relations education and emerging media skills training

Franklin College's public relations education adapts quickly to provide students with the most relevant and marketable skills needed in the industry. Coursework blends foundational practices like writing and communication planning with emerging digital media and communications skills like multimedia storytelling, digital design and social media. The curriculum culminates as students prepare a professional portfolio – in print and digital formats – to showcase their breadth of experience and empower them to launch a rewarding career.

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FRANKLIN COLLEGE

Franklin College's public relations education adapts quickly to provide the most relevant and marketable skills needed in a constantly changing industry.

OUTSIDE THE CLASSROOM

Immersive experiences and internships

In addition to unique department-led opportunities, every Franklin College public relations major completes at least one internship, though many students complete two or more. Previous students have interned with:

- **PR agencies:** Hirons, Borshoff, Dittoe Public Relations
- **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

97 percent job and graduate school placement

With a strong foundation in the fundamentals of public relations, well-honed multimedia skills and meaningful professional experience, Franklin College graduates are well-equipped to enter the public relations field and succeed. Previous graduates have gone on to work for:

- **Business:** Fortune 500 companies and small businesses, 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 sports communication, multimedia journalism, graphic design, English, creative writing or business.
- **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 **FranklinCollege.edu/pr** or contact Scott McDaniel, department chair, at 317.738.8208 or **smcdaniel@FranklinCollege.edu**.

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