

## *Public Relations Internships*

**PR 270, 370, 470: Internships.** Let's talk about your career plans and find an internship that will help you get there. Sixty-one percent of students who complete an internship receive a job offer upon graduation compared to 28 percent of students who have no internship experience. Seventy percent of companies with more than 100 employees offer their interns full-time jobs upon graduation. A 3 s.h. internship is required for Media Writing and PR majors. This is an experience you will enjoy, and it will be another step toward the career you seek. **By permission of instructor.** Contact Dr. Alston Miller at [MAlstonMiller@columbiasc.edu](mailto:MAlstonMiller@columbiasc.edu).

## *Spring 2019 Public Relations*

**PR 260: Introduction to Public Relations.** Prof. Dawkins. Learn about the exciting and lucrative field of public relations and how written and oral communication can influence target markets. We'll study the history, evolution, ethics, and best practices of the profession. We'll look at effective and not-so-effective case studies and discuss what works and what doesn't as public opinion is shaped through well-crafted messages. PR professionals will visit our class and share their personal career stories. *Counts toward a Public Relations major or minor and toward a writing minor. Prerequisite: Eng 101. H 5:30 p.m.*



**Prof. Dawkins**

**PR 360: Writing and Campaigns.** TBA. Build on the number one skill required of public relations professionals: writing. This course teaches students to communicate effectively and persuasively to target audiences. Campaigns are reviewed and analyzed, and students practice writing news releases, video releases, social media posts, fact sheets, media kits, collateral material...the many forms of writing to foster mutually beneficial relationships. *Prerequisites: College Writing 2 and PR 260. TH 11 a.m.*

**PR 460: Public Relations Strategy, Implementation and Research.** TBA. How would you help a new business move forward after a disappointing opening? What strategies would you recommend to an athlete seeking to improve his image? Why would you choose social media over print publications for a local record company promotion? Public relations work is full of questions and possibilities that require effective planning, research, action, and evaluation. In this final capstone course, students will demonstrate what they have learned in the major to execute and evaluate a local public relations project. *Prerequisite: PR 360. TBA*