

# explore majors with OAAS!

The Office for Academic Advising Support  
773-325-7431



## Major: Public Relations & Advertising, BA

In the Public Relations & Advertising (PRAD) program, you will develop an understanding of public relations and advertising theories and practices. You will learn to consider advertising and public relations processes, products, and effects from multiple perspectives, as well as develop critical thinking skills and effective communication skills.

### *What skills do students develop in this program?*

Public relations focuses on maintaining and promoting the image of a company. Advertising focuses on persuading an audience to purchase a product or service. Students in PRAD develop skills in account management, copywriting, event planning, media planning/buying, media relations, risk and crisis management, sales management, and social media.

### *What kind of student is a good fit for Public Relations & Advertising?*

Students who are organized/detail-oriented, people-oriented, trend-conscious, and interested in effective and persuasive communication can find PRAD to be a great fit.

### *Are there any popular classes in the program that you would suggest or recommended classes for a student who is just starting to explore the major?*

- PRAD 244: Principles of Advertising
- PRAD 255: Principles of Public Relations
- PRAD 352: Digital Advertising
- PRAD 363: The Meeting of Sports and Advertising
- PRAD 374: Media Relations, and PRAD 384: International Advertising.

### *What are examples of internships and/or research opportunities that students in this major are currently working on or have access to as majors in this program?*

Students have opportunities to be involved in cutting-edge research projects focused on AI, advertising creativity, social media, and fashion advertising. Students intern at top global agencies, media and sports organizations, and corporations such as United Airlines, McDonald's, and Mars.

### *What are students doing after graduation?*

Graduates from PRAD commonly find a career path in fields such as sports promotion, copywriting, account management, and media planning/buying. Others are working in fields such as corporate social responsibility, event planning, sales, and management.

***Other interesting facts about the Public Relations & Advertising major?***

PRAD has a high job placement rate. 93% of Public Relations & Advertising graduates were employed, continuing their education, or not seeking employment after graduation.