“PR means telling the truth and working ethically - even when all the media want is headlines and all the public wants is scapegoats. Public relations fails when there is no integrity.” - Viv Segal of Sefin Marketing

“If I was down to the last dollar of my marketing budget I'd spent it on PR!” - Bill Gates

“Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad.” - Richard Branson

“Nobody counts the number of ads you run; they just remember the impression you make.” - Bill Bernbach, Advertising Pioneer and founder of DDB

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Public Relations (PR Major)

Whether you enjoy planning events, want to learn more about social media, or like having your creative ideas "come to life," PR is the major for you! As a PR major, students will refine their skills in critical thinking, problem solving, interpersonal communication, writing, research, negotiation, strategic planning and evaluation. During their studies, PR majors can expect to take engaging classes like Intro. to PR, PR Writing, Sports PR and PR Campaigns (just to name a few). Prior to graduation, it's suggested that all PR majors complete at least one internship.

Public Relations Defined

The formal practice of what is now commonly referred to as "PR" dates to the early 20th century. In the relatively brief period leading up to today, public relations has been defined in many different ways, with the definition often evolving alongside PR changing roles and technological advances.

According to the PRSSA, PR can simply be defined today as "a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Web Resources

www.PRSSA.org
www.PRSA.org
www.PRWeek.com/us
www.PRDaily.com
www.PRNewsonline.com

Careers in Public Relations

- Advocacy
- Marketing Communications
- Research
- Media Relations
- Corporate Communication
- Publicity
- Employee Relations
- Consulting
- Community Relations
- Public Affairs
- Government Affairs
- Issues Management
- Financial Relations
- Industry Relations
- Donor Relations
- Special Events
- Counseling
- Multicultural Relations

The Public Relations Student Society of America (PRSSA)

Closely affiliated with the PRSA - the world's largest and foremost organization of public relations professionals - the PRSSA is a pre-professional organization that helps students enhance their education, broaden their network and launch their career in PR. Student members also enjoy benefits such as leadership opportunities, internships, agency visits and tours, speaker series and professional development. The university's chapter also plans and implements real-world PR campaigns as the student run firm, Morris Ave PR. For more information, visit them online at prssaku.wix.com/kuprssa.