Description: This field entails communicating to the public the value, services, products, or mission of an organization. Public relations involve much more than soliciting new business; seven areas have been defined. These are 1) special events, 2) media use, 3) public speaking, 4) fundraising, 5) programming, 6) research and 7) writing/editing.

GPA Requirement: 2.35

College of Liberal Arts and Social Sciences, Communication Arts Department
Department Website: http://class.georgiasouthern.edu/commarts/PR.html

Degree(s) Offered: Bachelor of Science in Public Relations

Job Titles:
- Advertising Agencies
- Corporate Departments/Firms
- Retail Stores
- Publishing Companies
- Labor Unions
- Government Agencies
- Colleges & Universities
- Non-profit Organization
- Radio or TV Networks
- Trade Associations
- Public Relations Firms
- Photographic Services
- Human Resource Departments

**For more detailed information regarding typical duties, salary, training, etc please look at the Occupational Outlook Handbook online at http://www.bls.gov/OCO/ or review the Chronicle Career Library CD-Rom available on-line or in the Career Resource Center.

Internet Sites
- PRSA-Georgia Chapter www.prsageorgia.org

Professional Associations
- Public Relations Society of America www.prsa.org
- Council of Public Relations Firms www.prfirms.org
- National School of Public Relations Association www.nspra.org
- Institute for Public Relations www.instituteforpr.com
- American Marketing Association (AMA) www.marketingpower.com

GSU Student Organizations
- PRestige Georgia and Public Relations Student Society of America

Resources for salary information:
- FOCUS 2 Career: tiny.cc/gsufocus
• Nat’l Association of Colleges & Employers (NACE): http://naceweb.org/salary_survey/data/