

# PUBLIC RELATIONS

## SCHOOL OF ARTS & SCIENCES

Public Relations majors have the skills for today's rapidly changing workplace and are equipped for careers in any industry. Our graduates work in business, nonprofit organizations, health care and in governmental agencies. They become digital marketing coordinators, special event planners, patient advocates, community liaisons and more. Expand your opportunities. Discover what a Public Relations major can do for you.

The public relations program prepares students with fundamental skills, knowledge and experience needed for an understanding of public relations and its role in society. The public relations professional is a strategic thinker who evaluates current trends and develops plans of action that benefit the organization by helping it relate positively with the public.

### What our graduates are saying:

"Communication is a fundamental skill needed to succeed on a professional and personal level. Now as an instructor, I bring into my own classroom the experiences that I had at Mount Mary, and share the importance of effective communication, the need to appreciate diversity, and respect for others. My experience at Mount Mary enhanced my knowledge but more importantly helped me grow as a person."

– **Fabiola Estrada '16**  
*Instructor, MATC*

"After graduation, I obtained a Marketing Specialist position and after a year became an Internal Communications Specialist. The communication major at Mount Mary provided me with a diverse education in the communication field, and I recommend it to students who are looking for a major that will help them succeed in a variety of careers."

– **Andrea Carskadon '16**  
*Internal Communications Specialist,  
Potawatomi Hotel & Casino*

### Careers in communication

- Corporate communications specialist
- Public relations professional
- Community coordinator & advocate
- Social media specialist
- Human resources
- Special events planner
- Advertising and sales
- Political campaign coordinator
- Marketing specialist
- Speech copywriter or editor
- Media relations specialist
- Training and development specialist
- Non-profit administration
- Wellness coordinator
- Internal communication specialist
- Digital marketing specialist

### INTERNSHIP OPPORTUNITIES

Enhance your skills. Communication students at Mount Mary have completed internships at these organizations:

- AIDS Resource Center of Wisconsin
- Black Arts MKE
- Children's Hospital
- City of West Allis
- Easter Seals
- Harley-Davidson Motor Company
- Johnson Controls
- Kohl's
- Marcus Corporation
- Milwaukee County Zoo
- Multiple Sclerosis Society
- Northwestern Mutual
- Steele Pointe Homes
- Summerfest
- V100 Radio
- WISN-TV 12

MAJOR		CORE		MINOR		ELECTIVES	
<b>FRESHMAN YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
FYS 100 First Year Seminar	3	ENG 120 College Research Writing	4				
ENG 110 Intro to College Writing	3	Artistic Inquiry Core	3				
COM 105 Professional Presentations	3	Civic Engagement Core	3				
MAT 105 Algebra I	3	COM 270 Integrated Marketing Communication	3				
BUS 109 Data and Digital Literacy	3	Major Elective	3				
<b>TOTAL</b>		16 credits			<b>TOTAL</b>		15 credits
<b>SOPHOMORE YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
Human Connection Core	3	Scientific Inquiry Core	3				
COM 355 Crisis Communication	4	Global Perspectives Core	3				
COM 360 Advertising and PR Promotions	3	COM 340 Social Media Marketing	3				
Major Elective	3	Major Elective	4				
Minor/Elective	3	Minor/Elective	3				
<b>TOTAL</b>		15 credits			<b>TOTAL</b>		15 credits
<b>JUNIOR YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
BUS 205 Personal Finance	3	Theology Course	4				
COM 301 Introduction to Public Relations	4	COM 491 Strategic PR Management	3				
COM 343 Persuasive Communication	3	ENG 419 Technical and Business Communication	3				
Minor/Elective	3	Minor/Elective	3				
Minor/Elective	3	Minor/Elective	3				
<b>TOTAL</b>		15 credits			<b>TOTAL</b>		15 credits
<b>SENIOR YEAR</b>							
<b>FALL Courses</b>				<b>SPRING Courses</b>			
COM 498 Internship	3	COM 494 Capstone Experience	3				
Minor/Elective	4	Minor/Elective	2				
Minor/Elective	3	Minor/Elective	3				
Minor/Elective	3	Minor/Elective	4				
Minor/Elective	3	Minor/Elective					
<b>Minor/Elective</b>		16 credits			<b>TOTAL</b>		15 credits

**UPDATED OCTOBER 2024**

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



Sponsored by the School Sisters of Notre Dame