

PUBLIC RELATIONS

The School of Communication's flexible, integrated, and multidisciplinary approach will prepare graduates to efficiently and effectively navigate this ever-changing digital world. It will combine innovative practice skills and theoretical grounding with experiential learning opportunities. It will enhance student experiences through strong ties to industry partners, non-profit organizations, and government agencies on a local, national and global level.

PROGRAMS



DEGREES AND CERTIFICATES

- Bachelor of Science in Public Relations

ABOUT THE PROGRAM

The Public Relations program prepares students to become engaged, knowledgeable, and ethical communicators, advocates & storytellers. We inspire students to embrace media technologies, create diverse stories, think critically about media institutions & foster the public good by advancing socially responsible communication.

REAL-WORLD CONNECTIONS



SKILLS AND TALENTS

- Relationship Building Skills
- Strategic Thinking
- Communication Skills
- Presentation Skills
- Social Media
- Marketing Skills

CAREERS

- Public Relations
- Marketing Director
- Strategic Communications Specialist
- Social Media Manager
- Publicist
- Event Coordinator

EMPLOYERS

- 3Points Communications
- City of Mankato
- Hubbard Broadcasting
- iHeartMedia
- KEYC News
- Mankato Free Press

INSPIRED ACTION



EMPLOYMENT RATE

92.2%
of program graduates begin their careers within one year of graduation.

Graduates: 192
Respondents: 176
link.mnsu.edu/graduate-follow-up

MEDIAN SALARY

\$66,750
The median annual wage for Media and Communication occupations in May 2023.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Media and Communication occupations, at link.mnsu.edu/public-relations-salary

PROGRAM WEBSITE



hss.mnsu.edu/public-relations



