



**ST. JOHN'S
UNIVERSITY**

COLLEGE OF
PROFESSIONAL STUDIES

Bachelor of Science **Public Relations**



WHAT IS PUBLIC RELATIONS?

Public relations (PR) is the art of managing communication between an organization and its publics to build and sustain positive images, messages, and relationships. Public relations professionals help brands, public figures, celebrities, politicians, athletes, entertainers, and nonprofit organizations develop and deliver critical information to their audiences. Today's public relations practitioners are skilled in all areas of written, spoken, visual, and technological communications.

PROGRAM IN PUBLIC RELATIONS

The Bachelor of Science in Public Relations degree is interdisciplinary in nature, integrating critical areas of study in communications and business in the realm of public relations and corporate communications. The program prepares students for careers in public relations, corporate communications, marketing communications, social media community management, and public communications. Students gain the knowledge and skills necessary to succeed in today's information-rich, technology-driven workplace.



Queens Campus
8000 Utopia Parkway
St. Augustine Hall, Second Floor
Queens, NY 11439

Staten Island Campus
300 Howard Avenue
Flynn Hall, Room 101
Staten Island, NY 10301

stjohns.edu/cps



Bachelor of Science Public Relations

CURRICULUM

The public relations curriculum offers a solid foundation in core business and academic knowledge including research, business writing, creative problem solving, critical thinking, interpersonal and group communication, information design, and corporate project management. The program combines skill-based course work in writing, advertising, copywriting, social media management, presentation design, and graphic design. These skills are combined with concepts and theories in law, ethics, business, and marketing to provide a comprehensive approach to learning the profession.

CAREER OPPORTUNITIES

Public relations specialists are employed in both the private and public sectors. They work in advertising and public relations agencies that provide various communication services and in corporate communications departments in organizations across all industries.

They coordinate, direct, and manage a broad range of communication services including writing, media relations, event planning, information management, presentations, product placement, social media, incident management, interviewing, speech writing, political communication, and more.

“Modern business must have its finger continuously on the public pulse. It must understand the changes in the public mind and be prepared to interpret itself fairly and eloquently to changing opinion.”

—Edward L. Bernays
Propaganda

For more information:
stjohns.edu/publicrelations

Admission Information

Office of Undergraduate Admission
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stjohns.edu/admission-aid/undergraduate-admission