

PUBLIC RELATIONS

Customize Your Degree

Popular Double Majors

Advertising, Communication Studies, Health and Science Communication (HSC), Sports Communication and Media (SportsCaM)

Popular Minors

Strategic Communication; Social Media Content & Strategies, Special Events, Journalism; Marketing, Creative Industries Entrepreneurship; Management & Leadership

Popular CUGS (Certificates of Undergraduate Study)

Crisis Communication; Public Relations and the News; Advertising & Graphic Design, Sports Management, Film and TV Studies

WHY CHOOSE PUBLIC RELATIONS?

Rowan's Public Relations (PR) program provides a launching point for students interested in interfacing between industry and the public. Public relations professionals work to get the attention of the public, share information on behalf of an organization, and collect feedback. Rowan's PR program helps students gain foundational communication and research skills, while at the same time participating in practical, hands-on learning. Our program offers many exciting opportunities for experiential learning and professional development, including participation in our nationally-recognized student organizations. We are among just 40 programs recognized by the Public Relations Society of America for meeting the highest standards of excellence in public relations education.

Rowan PR students work with real clients, building a portfolio of work before they graduate. Our students pursue careers in sports, fashion, and healthcare industries. They work to create content for social media, manage crisis communications, plan events, and manage brand identity. With our award-winning faculty, dedicated student groups, and a large network of alumni, Rowan's PR program creates a welcoming environment that supports students as they enter this growing field.

Learn more



THE BOTTOM LINE

Public relations is a dynamic field where professionals use their creativity to help nonprofits and businesses reach their intended audiences. PR professionals help shape the organizational identity. Our program prepares students to act competently and responsibly on behalf of the organizations they serve. Our master's program in Strategic Communication provides additional preparation for undergraduate students who choose to participate in a 4 plus 1 program where they earn both a BA and an MA in five years.



PUBLIC RELATIONS QUICK FACTS



Briana Torres

Rowan's Public Relations program has helped me grow through coursework and extracurricular opportunities. I've worked on hands-on projects that prepared me for the industry. My professors are deeply involved and supportive, offering mentorship

and guidance. These experiences have built my confidence, expanded my network, and equipped me with the skills to achieve my future PR goals.



Signature Events

Socratic Dialogue on a societal topic
Mentor Night
Master Class
Spring Gala
Walk Away Cystic Fibrosis
Organ Donor Awareness Day



Student Clubs/ Publications

The Anthony J. Fulginiti Chapter of the Public Relations Student Society of America (PRSSA) at Rowan University: This organization helps students develop the skills and networking connections needed to succeed as professional communicators. Rowan's PRSSA chapter was voted "Outstanding Chapter in the Nation" eight times—a national record, as well as winning more than 200 national and regional awards—more than any other chapter in the nation.

ProfAgency: Rowan's student-run, full service agency offers students a wide variety of opportunities to research, plan, and implement public relations and advertising campaigns for business and non-profit clients.



Potential Career Paths

Corporate Communication
Crisis Communication
Executive Communication
Internal Communication
Investor Relations Communication
Marketing Communication
Integrated Marketing/ Integrated Marketing Communication (IMC)
Media Relations
Content Creation
Events
Social Media
Reputation Management
Speechwriting
Brand Journalism



Number of Majors

124



Internship Sites

Anne Klein Communications Group
Coyne PR
Disney 6ABC Marketing
Hard Rock Hotel
NFL Alumni Association
Office of Cory Booker, United States Senate
Philadelphia 76ers
SiriusXM Radio
Smith Publicity
Spencer and Spirit
Stern Strategy Group
Subaru of South Jersey
Thomas/ Boyd Communications
Warner Brothers Discover NYC