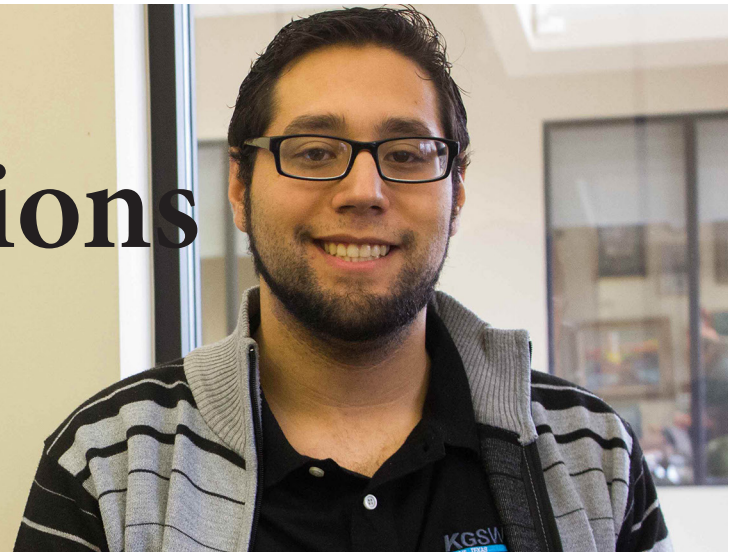


So you want to be a

Public Relations Director



SOUTHWESTERN
ADVENTIST UNIVERSITY



What is a Public Relations Director?

The public relations (PR) director is responsible for maintaining the public image of their organization, which includes protecting their organization's reputation. The day-to-day responsibilities of the public relations director typically involve working with various employees in their organization. They also interact frequently with outside media.

PR Director Tasks

- Write and edit news releases
- Create and distribute media kits
- Organize public events
- Develop branding initiatives
- Plan company fundraisers



“The teachers have done major things in their perspective field. Mr. Agee is an award-winning radio manager and Dr. Robinson is an author and has worked in public relations. It really helps because they're actually are going through it in real life.”

Javier Ogaz senior communication major



relevant classes we offer

Photography
Photo and Graphic Editing
Discussion Techniques
Interpersonal
Communication

Public Relations
Persuasion
Advertising
Development
Applied Advertising and PR

SKILLS NEEDED

- Strong oral and written communication skills
- Excellent interpersonal skills
- A creative mindset
- Ability to multitask and work under pressure

How we can help

Southwestern's Department of Communication consists of a faculty with decades of experience. Students will have opportunities for experience and immediate access to lab facilities to help them grow as future public relations directors.

salary range:
\$42,605 to \$141,189

CONTACT:

Program information: magee@swau.edu
To apply: rahneeka@swau.edu