



Program Information

College:	Radow College of Humanities and Social Sciences
Department:	School of Communication and Media
Program:	Public Relations, BS

Program Student Learning Outcomes

Upon completion of this degree from KSU, students will be able to:

- Prepare students for careers in public relations.
- Teach beginning to advanced interviewing and writing skills, with a focus on news, feature and persuasive writing strategies and techniques. (SLO #2)
- Teach students key concepts, theories, and skills essential to effective practice of the public relations discipline.
- Introduce students to important communication strategies and tactics through visual and online communication.
- Assess communication needs, research, strategies, tactics and evaluation methods through analysis of case studies in public relations. (SLO #1)
- Teach the process for developing a comprehensive public relations campaign proposal.
- Award appropriate academic credit for internships that prepare students for full-time jobs.
- Lead students to create a portfolio/e-portfolio of professional-quality public relations pieces for internship and job placement.
- Encourage an understanding of issues of diversity, ethics, and a local-versus-global perspective in the approach to public relations problems and opportunities.
- Prepare students for the transition from university life to life in the workplace and community through networking opportunities, work with client organizations in Public Relations courses, student organizations (such as KSU Public Relations Student Society of America), and special speakers in classrooms.