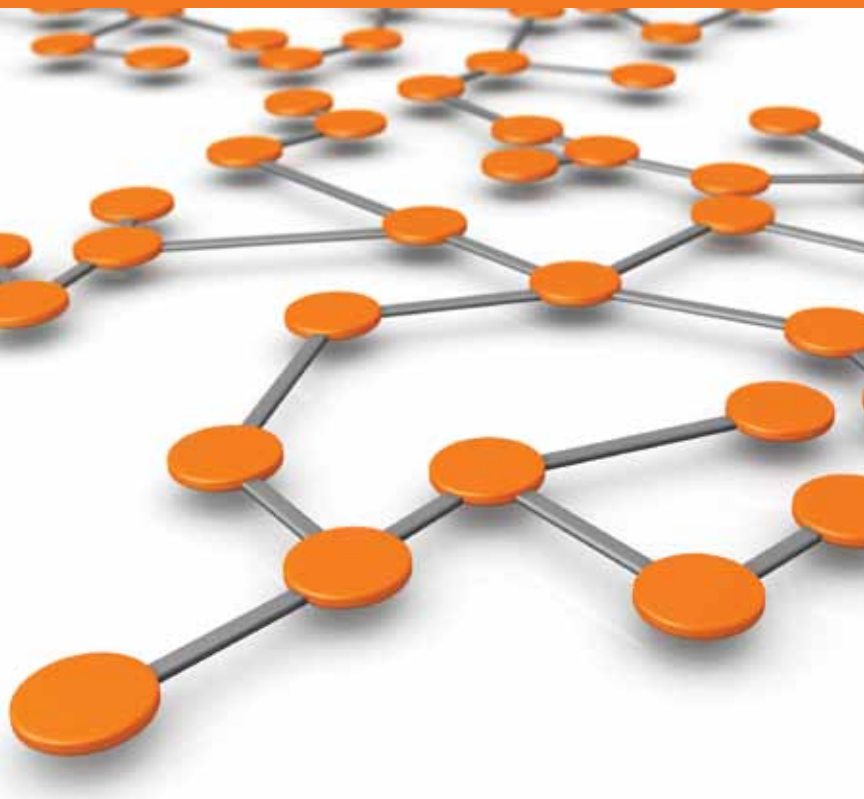


connect

University of Florida
College of Journalism and Communications



Public Relations

connect

UF COLLEGE OF JOURNALISM AND COMMUNICATIONS

The balance of conceptual and technical training in the Public Relations program is what sets UF apart and has proven invaluable in my professional career. The writing and analytical skills I developed in public relations enable me to better share our mission and work at Desire Street Ministries.

—DANNY WUERFFEL, Desire Street Ministries, PR 1996

Public Relations

Public relations practitioners with strong writing and analytical skills and trained in persuasive and strategic communications play an important role both within an organization, and between the organization and its external environment. Their responsibilities include anticipating, analyzing and interpreting public opinion; counseling management; developing programs that improve public understanding; and planning and implementing an organization's efforts to influence or change public policy.

The University of Florida's Department of Public Relations, a part of UF's College of Journalism and Communications, is one of the nation's best. UF's teams competing in the Public Relations Student Society of America's Bateman Case Study Competition, a national competition that challenges teams of students to research, plan, implement and evaluate a public relations campaign for an actual client, have won more competitions than any other university.

UF's public relations students acquire knowledge and expertise in:

- Communication skills across multiple media platforms including writing, social media, advertising and video.
- Public policy, social psychology, political science, economics and the principles of management and ethics.
- Technical skills in opinion research, public-issue analysis, media relations, advertising, publications, and video production.

Career opportunities

Public relations practitioners work in a wide variety of organizations including public relations firms, corporations, nonprofit agencies, government agencies, associations and foundations, sports teams, hospitals, political organizations, colleges and religious institutions.

Career opportunities include corporate relations, investor relations, social and interactive media, international relations, fundraising, reputation management, public affairs and government relations, media relations and employee relations.

Some students who want a strong foundation in communications and analytical skills to prepare them for graduate study, law school or to assist them in careers in sports, health, environment, sales or politics, also choose public relations as a major.

Admission standards & degree requirements

Specific admission and degree requirements for the Department of Public Relations are outlined in the University of Florida Catalog.

Curriculum

Public relations students take a core of courses that includes principles of public relations, writing, research, public relations strategy, mass communication law, visual communication and public relations campaigns. In addition, students choose courses from a list of professional electives to tailor their major to their career interests in such areas as technical communications, public interest communication or international public relations.

Students also gain expertise through internships and membership in the PRSSA chapter, one of the nation's best. Its student-run public relations firm, Alpha PRoductions, retains more than 40 associates and seven to 10 full-time clients each year, making it one of the largest student-run public relations firms in the nation.



UF alumni spotlight

An advisory board of public relations professionals works with the Department on issues of importance to the profession and to the Department's students. These professionals evaluate the department's program, counsel students on the profession and offer advice on resumes, internships and job opportunities.

The Department's many alumni are employed in agencies and corporations around the world, many of whom hold leading roles in their organizations. These include:

- Del Galloway, PR 1981, vice president of public relations, United Way of America
- Carolyn Gosselin, PR 1980, president of public affairs, Petrizzo Strategic Group
- Allison Johnson, PR 1983, former vice president of global marketing communications, Apple
- Jennifer McMillin, PR 1988, executive vice president, GolinHarris
- Mike Neumeier, PR 1992, principal, Arketi Group
- Donald Thomas, PR 1968, former COO and deputy chief executive officer, American Cancer Society
- Keith Tribble, PR 1977, athletic director, University of Central Florida
- Danny Wuerffel, PR 1996, executive director, Desire Street Ministries

UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and master's and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms to better prepare them to work in the ever-changing world of journalism and communications.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities (north Florida's PBS television affiliate, WUFT-TV; the National Public Radio affiliate, WUFT-FM, and satellite station, WJUF-FM; two commercial radio stations, WRUF, Sportsradio 850 and Country 1037, The Gator; Rock104.com; and commercial television station, WRUF-TV6).



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