



The journey to your future starts right here at UC College of Arts and Sciences

Get ready for the journey of a lifetime. UC College of Arts and Sciences lets you pursue your major while you experience all the benefits a liberal arts curriculum has to offer—co-op, internship, research and study abroad opportunities, professional development programming, and 60+ majors to help you find your best fit.

As a Bearcat, you can build a custom curriculum for a degree program that's as unique as you are. Combine majors, minors and certificates for greater flexibility in your career choices. Complete your bachelor's and master's in just five years with our 4+1 programs. Take advantage of our world-class faculty. All with the support of your experienced advising team, Learning Communities, and spirited Bearcats just like you.

Why wait? Your future starts today. Get in touch—we can't wait to hear from you!



Contact Us

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Public Relations

The **Public Relations** Program in UC's College of Arts and Sciences was one of only 35 programs in the nation to achieve the Certification in Education for Public Relations (CEPR) designation from the Public Relations Society of America. With the launch of the Public Relations major, students have the option of completing either a BA or a certificate in Public Relations. Students of Public Relations will learn foundational theories of communication and public relations through educational and practical experiences (coursework, internships/co-ops, special projects, student-led groups).

Public Relations **majors** will develop skills ranging from PR campaign creation to organizational image management to media literacy. Upon graduation, Public Relations majors will find their skills in demand. According to the U.S. Bureau of Labor Statistics, the public relations field will continue to grow as corporations and organizations place increased emphasis on maintaining a positive public image.

The Public Relations **Certificate** provides supplemental study for students who already have a specialized content area, but want to add strategic communication skills to their portfolio, such as a Spanish Major who might write press releases for a global company, a retired ballet dancer who goes into promotion for a dance company, or an IT professional who needs to translate tech-talk into something an end-user can understand.

The BA and certificate are open to all students across the university.

Who studies Public Relations?

Students who major or earn a certificate in Public Relations go into the non-profit, for-profit, and government sectors. They may work for a corporation, an agency, or work as an independent practitioner.

Study Abroad Opportunities

Opportunities to study abroad are available to students in all majors within the College of Arts & Sciences. Students may choose from different types of study abroad opportunities to include UC Faculty-Led Programs, Exchange Programs and External Programs. Top destinations include France, China, Spain, Germany, Italy, Canada, India, Mexico and the United Kingdom.

Career Possibilities

Public Relations Account Executive; Brand Manager; Crisis Manager; Social Media Manager; SEO Analyst; Community Relations Specialist; Event Planner; Promotions; International Public Relations; Employee Relations; Customer Relations

Cool Classes

Organizational Identity, Image & Issue Management; Event Planning & Fundraising Management; Persuasion & Civic Engagement; Rhetoric of Protest & Reform; Environmental Communication; Media, Law & Ethics; Communication & Globalization; Communication & Social Justice



Faculty Spotlight:

Dr. Suzanne Boys

Professor of Communication and Director, Public Relations Program

For UC alumna Dr. Boys, the best part of teaching PR is seeing students hone their work-relevant skills. She enjoys showing students from across the university how they can craft relevant messages to engage target audiences in a compelling, socially responsible way.

Dr. Boys has taught public relations at UC since 2005. Her scholarship focuses on organizational communication and public relations, specifically crisis communication. She also has researched organizational culture, organizational metaphors and interim leadership.

Real-World Experience: Dr. Boys' students design campaigns for local non-profits and small businesses every semester, and they walk away with a portfolio proving the value they can add to any organization.

Dr. Boys stays connected with the local PR community by serving as the Diversity Director for the Cincinnati Public Relations Society of America.

Ready to Begin?

For more information about this program please contact:

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