Public Relations BA

2016-2017 Academic Year

School of Continuing Studies

125 Gibson Hall
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Email: askscs@tulane.edu
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# Core Curriculum Requirements

<table>
<thead>
<tr>
<th>Area</th>
<th>To Be Selected From</th>
<th>Credits</th>
<th>30 Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>ENGL 1010 or Equivalent</td>
<td>4</td>
<td></td>
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<tr>
<td>TIDES –</td>
<td></td>
<td>1-1.5</td>
<td></td>
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<tr>
<td>Foreign Language – Competence at 2030-Level</td>
<td>Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish</td>
<td>3-12</td>
<td></td>
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<tr>
<td>Cultural Knowledge – Humanities/ Fine Arts</td>
<td>Courses from departments designated Humanities and Fine Arts</td>
<td>9</td>
<td></td>
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<tr>
<td>Cultural Knowledge – Social Science</td>
<td>Courses from departments designated Social Science</td>
<td>9</td>
<td></td>
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<tr>
<td>Quantitative Reasoning</td>
<td>Math or PHIL 1210</td>
<td>3-4</td>
<td></td>
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<tr>
<td>Scientific Inquiry –</td>
<td>Courses from departments designated Science and Math</td>
<td>10-12</td>
<td></td>
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<tr>
<td>Writing Intensive</td>
<td></td>
<td>4</td>
<td></td>
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<tr>
<td>Public Service – 1st Tier</td>
<td>1000-3000-Level</td>
<td>1</td>
<td></td>
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<tr>
<td>2nd Tier</td>
<td>3000-Level or Above</td>
<td></td>
<td></td>
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<tr>
<td>Western Traditions</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Outside Western Traditions Or Comparative Cultures Intl. Perspectives</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
<td>3</td>
<td></td>
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</tbody>
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- The Degree Plan and other information provided in this booklet serve only as advising tools. Newcomb-Tulane College advisors will help advise you on the core curriculum, decide on a major, and consult on any academic success issues.
- Your major advisor (Paul Greenberg (504 865-5555) or pgreenbe@tulane.edu) will advise you on major requirements.
- Students with multiple majors will have more than one advisor and will need to consult with the appropriate advisor.
- Be in the Know about your major! By declaring early, you have access to a major advisor, are able to enroll in “majors only” classes, and are on list serves that enable you to receive information about events, internships, and opportunities.
- Pre-med and Pre-law students should also consult with the health professions advisors or the pre-law advisor.
What Can I Do with a Major in...
Public Relations BA

GENERAL INFORMATION
• Develop excellent communication skills, verbal and written.
• Demonstrate enthusiasm and energy for the field.
• Be prepared to start at the bottom and work up to positions of greater responsibility. Expect to complete administrative tasks in entry-level jobs.
• Participate in co-curricular activities and related organizations to develop skills. Join on-campus and national professional associations related to public relations.
• Obtain additional or advanced degrees to enhance knowledge of specific areas of interest.

SKILLS
• Public speaking skills
• Interpersonal skills
• Decision making skills
• Objectivity
• Thorough knowledge of social media
• Teamwork skills
• Tenacity
• Discretion and good judgment
• Written communication skills

• Time/task management skills
• Organizational skills
• Computer skills
• An eye for detail
• Relationship development skills
• Multitasking abilities
• Common sense, perception and intuition
• Creativity
• Social Media / Digital Public Relations

CAREER AREAS

ACCOUNT MANAGEMENT
• Issues Management
• Employee or Member Relations
• Media Relations
• Research

EMPLOYERS
• Public relations firms
• Various private and public organizations and institutions, individuals and events
• PR departments in large corporations

PUBLIC AFFAIRS
• Government Relations
• Risk and Crisis Communication
• Campaign Marketing and Fundraising
• World Affairs and Diplomacy
• Media Relations

• Government agencies (local, state & federal)
• Chambers of commerce and tourism councils
• Foreign embassies
• Campaign committees, coalitions, initiatives and networks

BUSINESS AND INDUSTRY
• Customer Service
• Direct Marketing

• Public and private corporations
• Consulting firms
• Marketing companies
• Internet marketers
• Sport and athletic organizations
• Retail stores

If you think you might be interested in this major, but you are not absolutely sure, an exploratory advisor can help you explore major and career options, please go to: Explore.Tulane.edu

If you are interested in information about Law Professions, please go to: LawProfessions.Tulane.edu

If you are interested in information about Health Professions, please go to: HealthProfessions.Tulane.edu
What Can I Do with a Major in…
Public Relations BA

NON-PROFIT AND EDUCATION
• Public Relations
• Fundraising
• Promotion
• Event Planning
• Service Marketing
• Administration
• Community Affairs

• Museums
• Charities and foundations (i.e. within the areas of environment, arts, multicultural initiatives, religion and health)
• Hospitals and healthcare providers
• Colleges and universities
• Social service agencies
• Nonprofit organizations
• Professional associations

PROFESSIONAL ORGANIZATIONS
Alliance for Women in Media
www.allwomeninmedia.org

American Association of Advertising Agencies
www.aaaa.org

American Marketing Association
www.marketingpower.org

Council of Public Relations Firms
www.prfirms.org

International Association of Business Communicators
www.iabc.org

International Public Relations Association
www.ipra.org

National Association of Government Communicators
www.nagconline.org

National Black PR Society
www.nbprs.org

Public Relations Society of America
www.prsa.org

RELATED WEBSITES & ASSOCIATIONS
Indeed PR Jobs
www.indeed.com/q-Public-Relations-jobs.html

O-Dwyer’s Career Center
http://jobs.odwyerpr.com

PR Crossing
www.prcrossing.com

PR Jobs
www.prweekjobs.com

PR News’ Job Board
www.prnewsonline.com/resources/pr_jobs.html

PRSA Job Listings
www.prsa.org/jobcenter

For Jobs, internships, resume assistance, interviews, and self-assessments, please go to:

Tulane University is committed to your academic success and provide several services to assist.