



# THE PATHWAY FROM **EDUCATION TO VOCATION**

*Becoming a Difference Maker in*  
**PUBLIC RELATIONS**

## **Why Study Public Relations at Azusa Pacific University?**

The field of Public Relations is booming, with the Public Relations Society of America estimating nearly 60% increases in hiring in the field over the next several years, and evolving rapidly due to the advent of social media of all kinds. Combining that high demand for well-prepared professionals, a field redefining itself, and APU's strong foundation in Christ-centered communication education, our program cultivates graduates who will not only find jobs upon graduation, but lead the field in the decades to come.

The Public Relations major is designed to allow students to create their own professional portfolio, gain real experience working in APU's own student PR agency, develop global PR skills through international study abroad trips, and specialize in non-profit, entertainment, or sports PR. The major aims to produce students who will create high-quality public relations pieces, learn to connect consumers and corporations through meaningful relationships, and become agents of change for the field.

The Public Relations major offers an innovative program that studies the field in-depth and places emphasis on hands-on experience for the students. Students will also connect with the profession through courses such as public relations campaigns, public relations management, and courses specializing in entertainment, non-profits and sports. At APU, we emphasize the application of Christian truths and values to the study of public relations theories and processes, consideration of ethical issues, and the mastery of current scholarship in each field.

## YOU MIGHT CONSIDER A PUBLIC RELATIONS MAJOR IF YOU:

- Are a good networker
- Are creative
- Are social media savvy
- Have a strategic vision
- Are interested in event planning
- Have a passion for communication
- Are organized, detail-oriented, and thorough
- Are interested in analyzing consumer trends
- Have an interest in brands and consumers
- Are interested in corporate social responsibility



**JEREMIAH KITCHEL**  
Adjunct Professor of Public Relations  
Azusa Pacific University

*“APU’s public relations major prepares students to honorably serve the public interest by communicating the passion, worth, and purpose of meaningful organizations and causes in a manner that embraces professional integrity and Christ-centered values.”*



**DREW NELLIE '14**  
Field Marketing Coordinator  
SoulCycle HQ

*“My APU education really allowed me to develop both as a student and even more so, as a person. Throughout my four years, I learned invaluable communication, writing, and critical thinking skills that gave me an advantage in my field. Working in PR/Marketing/Communication is one of the most rewarding and fun jobs out there, and my APU education has given me all the tools I need to succeed and stand out.”*

## PUBLIC RELATIONS MAJORS ARE PREPARED FOR:

- Networking with professionals from different fields
- Designing public relations campaigns
- Managing communication departments
- Utilizing social media platforms to create meaningful campaigns
- Creating strategic communication plans for organizations
- Helping brands increase their awareness
- Planning and organizing events
- Creating powerful messages
- Provide advice to management
- Researching attitudes and behaviors
- Interacting with media seeking to communicate a message
- Creating community relations actions and corporate social responsibility programs
- Advocating for a corporation’s voice

## GRADUATES IN PUBLIC RELATIONS WORK AS:

- Public relations managers
- Communication directors
- Creative directors
- Spokespersons
- Event planners
- Marketing analysts
- Non-profit communication departments
- Media relations specialists
- Copy writers
- Bloggers
- Graphic designers
- Producers

*\*Many of these careers may require additional training and/or graduate education*



**KALEY MEADE '17**  
Public Relations minor

*“My public relations professors genuinely care about my studies, and with our class sizes being smaller we are able to do hands on learning with real clients and businesses. Each course gives us real life application to teach us how to be the most knowledgeable and ethically driven public relations professionals.”*

To connect with these and other APU alumni, email [clasalumni@apu.edu](mailto:clasalumni@apu.edu)

## STEPS TO TAKE AS A MAJOR IN PUBLIC RELATIONS

## OPTIONS TO EXPLORE AROUND APU

### BE CALLED.

EXPLORE. DEFINE. RESEARCH. LEARN.

- **TAKE INTRODUCTION TO PUBLIC RELATIONS (PUBR 250)**  
Explore vocational opportunities in public relations.
- **ATTEND IMPACT CONFERENCE - CAREER PANEL (FEBRUARY)**  
Learn from current students, alumni, and employers about careers in the Public Relations field.
- **STUDY PUBLIC RELATIONS ABROAD**  
Experience the practice of public relations in international settings through our summer study abroad programs.

- **LEARN HOW TO APPLY YOUR STRENGTHS WITHIN YOUR ACADEMICS, LIFE, AND CAREER**  
Meet with a Career Consultant\* or Strengths Mentor.
- **CONSIDER CAREER OPTIONS FOR YOUR MAJOR**  
Meet with a Career Consultant\* or your faculty advisor to explore and discuss requirements for your career options.

### BE PREPARED.

IDENTIFY. STRENGTHEN. PRACTICE.

- **PREPARE JOB APPLICATION MATERIALS**  
Write a resume, learn basic interview techniques, and do mock interviews in Professional Communication (COMM 211).
- **GET HANDS-ON EXPERIENCE**  
Explore various real-world needs and get hands-on experience through a courses specialized in social media (PUBR 315), management (PUBR 300), non-profits (PUBR 420), and entertainment (PUBR 440).
- **BE PART OF APU'S PUBLIC RELATIONS AGENCY**  
Take Public Relations Agency (PUBR 325), where you will participate in APU's own public relations agency, run by fellow students. You will participate in a professional agency and produce public relations materials for real clients.
- **SECURE AN INTERNSHIP**  
Develop your connections to find an internship in an area related to your interests and career aspirations. During the internship class (COMM 490) you will be able to add relevant experiences to your resume, update your LinkedIn profile, and complete a portfolio of work.
- **IF YOU'RE INTERESTED IN GRADUATE-LEVEL EDUCATION**  
Meet with professors and the Center for Career and Calling to narrow your choices and apply. (See back page for more information)

- **RECEIVE FEEDBACK ON YOUR INTERVIEWING ABILITIES**  
Complete a Mock Interview with a Career Consultant\*
- **CREATE A RESUME TO APPLY FOR AN INTERNSHIP**  
Meet with a Career Consultant\* to review your resume and cover letter. Run them by your professors, too.
- **GROW YOUR SKILLS IN AN ON CAMPUS JOB OR STUDENT LEADERSHIP POSITION**  
Talk to Student Employment or Student Life about the available opportunities.
- **VOLUNTEER LOCALLY AND GLOBALLY TO SHAPE YOUR PERSPECTIVE**  
Talk to the Center for Student Action about how you can serve.
- **GAIN KNOWLEDGE ABOUT YOUR CAREER OPTIONS**  
Do informational interviews or go to a career-related event to learn more about your career, degree, and experience requirements.

### BE CONNECTED.

JOIN. NETWORK. BE ACTIVE.

- **QUALIFY FOR LAMBDA PI ETA – ACADEMIC HONOR SOCIETY**  
Attend events and connect with other members to learn more about the field.
- **JOIN COMMUNICATION DEPARTMENT LINKEDIN GROUP**  
Use LinkedIn to stay connected with the Department of Communication Studies and with other professionals in your field.
- **JOIN APU CONNECT**  
Use the exclusive online networking portal to connect with other alumni.

- **TALK TO ALUMNI FROM YOUR MAJOR**  
Join [APUConnect.com](http://APUConnect.com) and start reaching out. You can also email [clasalumni@apu.edu](mailto:clasalumni@apu.edu)<sup>+</sup> for help connecting with alumni.
- **GET ACTIVE ON LINKEDIN**  
Meet with a Career Consultant\* to review your profile and learn how to use LinkedIn.
- **ATTEND CAREER-RELATED EVENTS**  
Keep an eye out for career events related to your major or that are happening around campus.
- **HAVE LETTERS OF RECOMMENDATION ON HAND**  
Request them from professors and advisors at least a month before due.

\* Visit [apucareer.youcanbook.me/](http://apucareer.youcanbook.me/) to make an appointment with a Career Consultant

<sup>+</sup> Use subject line: Connect me with APU alumni

# APPLYING TO GRADUATE SCHOOL

## EXPLORE.



Learn more at  
[www.apu.edu/career/graduateschool](http://www.apu.edu/career/graduateschool)

## SELECT.

ONLINE RESOURCES TO HELP IDENTIFY THE BEST PROGRAM FOR YOU

[Peterson's Guide](#)  
[GradSchools.com](#)  
[The Princeton Review](#)  
[National Assoc. of Graduate Professional Students](#)  
[The Council of Graduate Schools](#)  
[APU Pew Society Graduate Guide](#)

EXAMPLES OF SCHOOLS ATTENDED BY PUBLIC RELATIONS GRADUATES:

USC Annenberg School for Communication and Journalism  
George Washington University  
Syracuse University Newhouse  
Georgetown University

## APPLY.

- APPLICATION FORM AND FEES**  
Follow instructions carefully and have one or more people check for errors.
- ENTRANCE ESSAY**  
Provide a writing example that shows your personal objectives.
- TRANSCRIPT**  
Ask APU to send it directly to the school you are applying to.
- LETTERS OF RECOMMENDATION**  
Schools usually require three letters, so get them early.
- INTERVIEWS**  
If your potential school requests an interview, treat it as a job interview.

# FINDING YOUR CAREER

## IDENTIFY.

- Search online job boards and professional associations in the Public Relations field
- Regularly check-in with your organizations of interest and network with those who can inform you of opportunities
- Look on APU Career Network for possible opportunities

**PUBLIC RELATIONS ASSOCIATIONS:**

[Public Relations Society of America](#)  
[Public Relations Student Society of America](#)  
[International Public Relations Association](#)  
[California School of Public Relations Association](#)  
[Healthcare Public Relations & Marketing Association](#)  
[International Public Relations Research Conference](#)  
[National Communication Association](#)  
[International Communication Association](#)  
[International Association of Business Communicators](#)  
[American Association of Advertising Agencies](#)

## PREPARE.

**BRAINSTORM YOUR EXPERIENCE**  
What have you done? What is relevant?

▼  
**TAILOR YOUR RESUME**  
What does the job description say?

▼  
**WRITE GOOD BULLET POINTS**  
Do you focus on your accomplishments?

▼  
**FORMAT YOUR RESUME**  
Is it easy to read and follow?

▼  
**PRACTICE INTERVIEWING**  
Know yourself.  
Know the position.  
Know the organization.

## RESEARCH OPTIONS

OCCUPATIONAL OUTLOOK HANDBOOK  
[www.bls.gov/ooh/](http://www.bls.gov/ooh/)

O\*NET ONLINE  
[www.onetonline.org](http://www.onetonline.org)

PROFESSIONAL ASSOCIATION REFERENCE  
[www.weddles.com/associations](http://www.weddles.com/associations)

## NETWORK.

WHO DO YOU KNOW?  
WHO DO YOU NEED TO KNOW?



**WHY NETWORK?**

- Learn about different options in your field
- Research companies and positions of interest
- Find hidden opportunities that are not advertised
- Obtain referrals from those who have influence

**EXAMPLES OF COMPANIES THAT HIRE APU GRADUATES:**

Prodigy Public Relations  
Russ Reid  
Anderson Group PR  
Rogers & Cowen PR  
Jane Owen PR  
Much & House PR  
Allen & Gray Media Group  
Disney  
Target  
IMG Action Sports  
Bergman KPRS  
31 bits  
The AND groups