

# COMMUNICATION (BA) - PUBLIC RELATIONS TRACK

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## Program Overview

Using a management centered approach, this program combines the theoretical concepts of persuasion, public opinion formation, and mass communication with applied research, planning, communication, and evaluation of comprehensive public relation campaigns. These campaigns are developed for non profit organizations within the community so as to provide real-world professional experiences.

## Career Opportunities

- Public/Community Relations
- Marketing Specialist
- Campaign Director
- Media Planner
- Corporate Affairs