

# Public Relations

[nwcsiowa.edu/public-relations](http://nwcsiowa.edu/public-relations)

**Message matters** Professionals in any career have an advantage if they know how to communicate clearly and compellingly across diverse mediums. Your PR major will prepare you for exciting roles like these:

- Corporate or nonprofit communicator
- Event coordinator or venue manager
- Magazine writer or specialty blogger
- Media relations liaison or corporate spokesperson
- Campaign manager or speech writer
- Public relations executive or crisis communications strategist
- Social media or digital content specialist

And the list goes on.

**Faith focus** A Christian perspective is integrated with everything at Northwestern. It's what sets us apart from other colleges and universities where faith is either on the margins or missing altogether. It's among the reasons our grads—with their Christian ethics and values—are in high demand by employers.

**Hands-on** Public relations practicums are available right on campus.

- **Beacon** student newspaper. Explore news, feature and opinion writing—as well as photography and design—as a member of the staff for the weekly student newspaper.
- **Crosswalk Media.** Crosswalk Media is Northwestern's student-managed, student-staffed communications team. You'll learn about advertising, promotion, event management and public relations campaigns and gain experience with real clients.

**Elite internships** Internships offering real-world experience are available locally, as well as through programs like the Chicago Semester, Denver Urban Semester, and the American Studies Program in Washington, D.C. Public relations majors have interned at Easter Seals and the Museum of Contemporary Art in Chicago, Kroenke Sports & Entertainment in Denver, and Washington's Kennedy Center.

**Top jobs** Our grads are working and learning at: Child and Family Policy Center ▪ Click Rain digital marketing agency ▪ Communications Strategy Group ▪ Compassion International ▪ Council for Christian Colleges & Universities, Washington, D.C. ▪ DocuTap medical records technology firm ▪ Film Bridge International ▪ Seattle Seahawks ▪ Special Olympics Minnesota ▪ Vermeer Corporation ▪ WCCO-TV Minnesota ▪ WORLD News Group

**Explore** If you're interested in public relations, you might also explore these other areas of study:

- Arts Administration
- Art/Graphic Design
- Business Administration—Marketing
- Multimedia
- Political Science
- Sport Management/Sports Information
- Writing & Rhetoric