

COMMUNICATION ARTS/PUBLIC RELATIONS

Mission Statement

The Public Relations program prepares public relations practitioners as leaders and communicators who shape organizations while building and maintaining relationships with strategic publics.

Student Learning Outcomes

UWF Public Relations graduates should be able to do the following:

Content

- Identify public relations challenges
- Describe R-A-C-E (research, planning, communication, evaluation)
- Explain critical events in the history of the public relations profession
- Identify career paths in public relations

Critical Thinking

- Practice R-A-C-E process to solve public relations challenges
- Evaluate public relations case studies
- Generate creative ideas through the development of tactical measures in support of public relations program plans

Communication

- Show mastery of grammar and language use rules
- Develop engaging and effective behavior-based interview style
- Deliver informative and persuasive presentations
- Use information technology effectively and efficiently to conduct research

Character/Integrity/Values

- Distinguish ethical and unethical public relations situations
- Describe the principles of the FPRA and PRSA Code of Ethics

Project Management

- Develop and present public relations plans/campaigns
- Practice effective time management strategies
- Collaborate effectively with colleagues and clients
- Prepare and present a professional portfolio

Assessment of Student Learning Outcomes

Students in the Communication Arts will be building a professional portfolio of materials through their coursework. The portfolios will document what you have learned as well as what you have learned to do. To assess the progress of students in Communication Arts, professors in the department will work with practitioners in journalism, telecommunications, advertising, public relations and organizational communication to evaluate how effectively students have met our professional expectations.

Job Prospects for Communication Arts Graduates

Reporter

Editor

Public relations specialist

Public information officer

Advertising specialist

Advertising sales

Filmmaker

Television producer

Human resource agent

Journalist

Consultant

Media manager

***Find Out More about Public Relations at UWF:
<http://uwf.edu/commarts/>***