This is how I’m Belmont.

In the summer of 2010, Hope was invited to intern at a youth development center in the Dominican Republic. As a public relations major and education minor, this experience allowed Hope to find the perfect harmony of both of these fields. Hope aspires to own and operate her own children’s home and says, “This is something I never would have considered if it weren’t for being encouraged to combine my passions, spend months abroad independently and truly believe in myself.”

Combining majors to cultivate growth and passion, leading to the ultimate finding of a calling for service . . . this is how Hope Cooper is BELMONT.

FOR MORE INFORMATION:
BELMONT UNIVERSITY
Public Relations Program
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The undergraduate program in public relations at Belmont University prepares students for a variety of rewarding career opportunities. Public relations professionals help lead organizations in communicating, engaging and building relationships with important target publics. Skills in writing, research, planning, problem solving, organizational management and business/economic competence are essential in public relations. Expertise in event planning, media relations, crisis management and social media management is also important.

Job opportunities in public relations are excellent and are projected to improve even more in the future. Graduates of the program go on to succeed in careers in non-profit, corporate, government, entertainment, sports, tourism, fashion, consulting, or health care public relations, among the many options. The undergraduate degree in public relations is also an excellent preparation for graduate studies in business, law and other fields.

Public relations professionals must be skilled communicators and effective organizational leaders. They must be ethical, responsible advocates for their employing organizations and clients. They serve the public interest by helping their employers engage in mutually beneficial, two-way communication between the organization and the various publics that are important to the company. Public relations practitioners help organizations plan, implement, evaluate and refine actions and communications.

Belmont’s public relations program is known for its excellent internship involvement, student leadership, engaged faculty and the professional success of its graduates. Students benefit from internship opportunities available at organizations and public relations firms locally, in New York City and Los Angeles through the Belmont East and Belmont West programs and also internationally through the Cooperative Center for Studies Abroad. Belmont’s award-winning chapter of the Public Relations Student Society of America (PRSSA) is sponsored by the Nashville Chapter of the Public Relations Society of America (PRSA) and provides students leadership and service opportunities. The Belmont PRSSA chapter has received national PRSSA awards in Chapter Development, Ethics Advocacy and Outstanding PRSA/PRSSA Relationship. The chapter is one of only a few chapters nationally to receive the PRSSA Star Chapter Award, recognizing achievement in 10 criteria. The chapter’s student-run public relations firm, Tower Creative Consultants, is nationally affiliated by PRSSA.

Students majoring in public relations may choose to earn either the Bachelor of Arts or the Bachelor of Science degree. The curriculum of the undergraduate public relations degree meets the recommendations of the Commission on Public Relations Education. Required core courses in the 33-hour major include:

- Introduction to Public Relations
- Public Relations Writing and Production
- Public Relations Research
- Public Relations Cases
- Public Relations Campaigns
- Public Relations Internship
- Media Writing I
- Law/Ethics

Public relations electives include event planning, fundraising, design and production, social media, media relations and international public relations. Public relations students also take a required elective in communication studies and marketing/advertising/consumer behavior. Students who major in public relations select a secondary discipline for their 18-hour minor.