Journalism: Public Relations, BS

*Student Learning Outcomes*

*Students will:*

- know how to observe and write efficiently and clearly about public events and public issues, understand local government and the public policy process, be able to write in both report and feature story forms and be a critical and analytical observer of the American public policy process;

- develop expertise in analyzing public relations opportunities, issues and environments, learn how to research, prepare and execute public relations tasks and campaigns, develop skills for appropriately interacting with members of disparate publics, develop persuasive and analytical writing and other verbal skills, demonstrate professional behavior, including meeting deadlines, producing clean and well-organized work and being prepared for a variety of types of organizational assignments.