DESIGN YOUR JOURNEY



College of Liberal Arts

Department of Communication

Bachelor of Arts in Public Relations

	Beginning the Journey	Trailblazing the Path	Destination Graduation
EDUCATE	- Meet with advisor. - Review CORE and art foundation degree requirements - Consider free tutoring at the IDEAS Center (2nd floor of Central Library) . - Focus on your core public relations courses: COMM 2311; PREL 2338; ADVT 2337; COMM 2315; ECON 2305.	- Visit the UTA Study Abroad Office for opportunities or inquire within the Communication Department . - Apply for scholarships. - Attend a Communication Department student organization meeting: PRSSA SPJ; AAF; BEA; NAHJ. - Examine research opportunities in your career field. - Attend a Students for Global Change meeting.	- Audit degree plan to solidify all coursework will be completed. - Become a tutor for peers in beginning printmaking classes. - Apply for graduation. - Consult with the Career Development Center about on-campus jobs for your field of study. - Apply for the Donald and Dorothy Bunnell scholarship
ENGAGE	- Take part in community outreach through volunteer programs with local city and business initiatives for community relations. - Consider a minor in an area that expands your career opportunities such as advertising,business, journalism, or visual communication; Discuss these with your advisor. - Become a Communication Department ambassador	- Focus on your upper level courses: COMM 3303;3310; 3300; PREL 3339;3340;4320; 4316; COMS2305. - Attend Communication Day & service-learning events. - Take a leadership role working with real-world clients in PREL 4316. - Take a leadership position with a COMM Department student organization. - Explore the CoLA Spotlight research forum.	- Apply for the George and Lana Proctor scholarship. - Be ambitious to find internship options in your career field to gain experience for your career. - Participate in on-campus interviews, mock interviews, etc. - Seek out career opportunities and apply for job.
EXCEL	- Consider joining the Honor's College . - Work toward earning a GPA of 3.5+ and being on the Honor Roll. - Attend career orientations and career fairs. - Develop a list of career goals; discuss with advisor to stay on track. - Practice interview skills with professors and Career Development Center staff.	- Gain leadership skills and practice them in an internship and student organization. - Discover how the Communication Honor Society can further your career goals. - Engage with the Festival of Ideas.	- Build networking opportunities? attend an alumni event. - Make connections with a local PRSA chapter. - Attend Communication Day. - Discover how research opportunities in your department can lead to more knowledge for your career field.

*You can ask your freshman advisor about what these requirements are



MAVERICK ADVANTAGE

Be Bold. Be Ambitious. Set Yourself Apart.

CAREER DEVELOPMENT

- Internships
- MavMentors
- Conferences, Residencies, Fellowships
- Career Center & Job Fairs
- Federal Work Study

GLOBAL ENGAGEMENT

- Study Abroad
- Global Mavericks Program
- International Week
- Language Exchange Program
- Global Grounds

LEADERSHIP DEVELOPMENT

- Fraternity & Sorority Life
- Leadership Institute
- Leadership Minor
- Student Governance
- Student Organizations

COMMUNITY ENGAGEMENT

- Alternative Break Trips
- Service Learning Courses
- Service Learning Showcase
- UTA Volunteers

UNDERGRADUATE RESEARCH

- Independent Study with Faculty to Conduct Research
- CoLA Spotlight

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THE UNIVERSITY OF TEXAS AT ARLINGTON



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What career options do I have with this major?

- Communication Writer
- Community Relations
- Copy Writing
- Corporate Communication
- Editor/Reporter
- Employee Relations
- Event Coordinator
- Government Communications
- Graphic Designer
- Human Relations
- Lobbying
- Media Planner
- Media Relations
- Nonprofit organizations
- Publicist
- PR/Advertising/Marketing Executive
- Public Relations Account Executive
- Public Affairs Officer
- Social Media Manager
- Strategic communication

Workforce Skills

- Communication: Develop and articulate ideas clearly and effectively across all mediums, including but not limited to written, oral, and digital communication.
- Creativity/Ingenuity: Synthesize existing ideas and concepts in innovative and creative ways to develop new ways of thinking or working, and engage in divergent thinking and risk taking.
- Teamwork/Collaboration: Work within a team and foster collaborative relationships with peers and supervisors. Use interpersonal skills to demonstrate respect and dignity for others while working toward a common goal.

Career Readiness

- Communication Management
- Communicating Orally and in Writing
- Computer Programs Proficiency
- Critical Thinking and Reasoning Skills
- Graphic Design
- Interpreting Research and Statistics Related to Consumer Behavior
- Leading, Managing, and Persuading
- Media Planning Production
- Proficiency in Persuasive Communication
- Research Methods
- Teamwork
- Understanding of Diverse Viewpoints
- Using Computer Graphics and Web Development Software

Take Action

- Explore workforce skill development through on and off-campus activities.
- Engage with the UTA Career Development Center at uta.edu/careers.
- Meet with a career consultant.
- Network with employers.
- Discover internships and co-ops.
- Join Handshake, our career services platform.
- Participate in career development programs.
- In addition, students are highly encouraged to create a LinkedIn profile and be involved in the Public Relations Student Society of America (PRSSA) student organization to develop leadership skills

Visit **www.uta.edu/student-success/major_maps** for the latest version of this major map.

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