



# SJGC

## DEGREE DETAILS

### PUBLIC RELATIONS

## OVERVIEW

### Public Relations (PR), B.S.

Students in the Public Relations (PR) track are trained by experienced faculty to craft compelling messages, navigate media relations, and execute communication campaigns that positively shape the public perception of clients or organizations.

## COURSE HIGHLIGHTS

### Social Media Data Analytics

This class will integrate the growing research in the area with the social media practices in these industries. It will focus on the three underpinnings of a successful social media activity: Analytics, Listening and Engagement:

### PR Agency

This course gives students a broad familiarity with ethical perspectives and laws surrounding mass communication. The course emphasizes the contributions of minorities – racial, religious, ethnic and political – to freedom of the press, freedom of speech, and other rights guaranteed under the law.

### Strategic Communication

This course enables students to develop skills in Strategic Communication and the methods used by organizations to create targeted, creative, research-based communication. The full range of public relations tools are examined for students to gain the knowledge and experience for using them. The course provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse environment

**Florida A&M University**

School of Journalism & Graphic Communication  
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For Inquiries,  
**scan here!**



# SJGC Student Media and Organizations

## FAMU-TV 20

A 24-hour educational access cable TV channel that reaches 80,000 households

## WANM-FM 90.5 The Flava Station

A 24-hour non-commercial radio station that also streams audio worldwide

## The FAMUAN

An award-winning digital publication/newspaper that has been the voice of the students of Florida A&M University since 1919

## JOURNEY

An award-winning magazine that gives students a place to develop their skills in journalism, social media, graphic design, photography, digital media production and public relations

## FAMU ABJ

The student chapter of the National Association of Black Journalists

## FAMU PRSSA

The student chapter of the Public Relations Student Society of America

## FAMU SPJ

The student chapter of the Society of Professional Journalists

## U. Design Club

An organization dedicated to developing the skills of graphic design students through user experience (UX) design.



## SJGC Living Learning Community

The SJGC LLC is a program for first-time college freshman students who have an interest in pursuing careers in journalism, public relations, and graphic design. LLC students live together, take classes or workshops together, and support each other throughout their first year on campus.

To apply go to:

<https://www.famu.edu/students/living-on-campus/housing/llc/sjgc.php> or call (850) 412-7566.