GONZAGA UNIVERSITY
College of Arts and Sciences
Department of Integrated Media
Public Relations Program

Degree: B.A. in Public Relations

Public Relations Outcomes/Goals:

- Demonstrating competency in the communication theories through a public relations lens, and writing and strategy skills critical to the practice of public relations.

- Understanding and applying the ethical standards of the public relations field.

- Understanding and articulating the uses of public relations practices to further social justice efforts via community service learning projects and internships.

- Developing a leadership philosophy and the skills critical to public relations professionals.