ABOUT THE MAJOR

Journalism is a broad field of study that will prepare you to write and communicate about various people and events that shape lives. Journalists gather information and prepare stories to inform the public about local, state, national, and international events. Public Relations, a concentration of the journalism major, is a field in which professionals create messages and craft communications—such as newsletters, social media, news releases and crisis communications plans—for organizations. This major will prepare you to understand the world and to be a strong communicator.

Skills and abilities this major develops include: interpersonal group relations, decision-making, conflict management, marketing, community relations, and health care media messages (IU School of Liberal Arts, 2017).

OPPORTUNITIES AFTER GRADUATION

Career Opportunities
The field of public relations is expected to grow by 6% through 2024, as organizations look to preserve their public image. Students who majored in journalism and public relations will also have many other opportunities in technical writing which is expected to grow 10% through 2024, community and social services, business development, and more.

Salary Information
The average starting salary for IU School of Liberal Arts graduates from IUPUI who studied journalism and public relations was $33,943 for the May 2016 graduating cohort. The median starting salary for liberal arts graduates was $50,500 for the class of May 2016 according to the National Association of Colleges and Employers (NACE, 2017).

(This section is intended for informational purposes, not prediction of actual salary.)

Graduate & Professional School Paths
Journalism and public relations majors often pursue advanced degrees in the following areas: Business Administration, Foreign Language, Communications, Law, Education, Psychology, Marketing, Nonprofit Management, English or Literature, Public Relations and Journalism among others.

WHERE TO GET MORE INFORMATION

IU School of Liberal Arts  |  Public Relations Society of America  |  All About Public Relations
Department of Journalism and Public Relations  |  www.prsa.org  |  aboutpublicrelations.org
Third Floor, University Library  |  liberalarts.iupui.edu/jour  |  

Sample Coursework:
- Foundations of journalism
- Reporting, writing, and editing
- Visual communications
- Newspaper reporting
- Media internship
- Writing for mass media
- Communications law

Possible Careers:
- Advertising executive*
- Communications manager
- Corporate fundraising
- Digital marketing consultant
- Grant writer
- Investigative reporter
- Public relations specialist
- Social media marketing

* = Career option requires additional training or education.

Where Could I Work?
- Angie’s List
- Eli Lilly & Company
- Indiana University Health
- Media & communications
- NUVO Magazine
- Salesforce
- The Indianapolis Star

Complementing Interests:
- Artistic
- Enterprising
- Social

Get your interest code at go.iupui.edu/interests

Have questions for Academic & Career Development? Schedule an appointment:
acd.iupui.edu  |  (317) 274-4856