Media and Public Affairs teaches you when and how to deploy traditional and new media tools to achieve the goals of communities, nonprofit organizations or businesses. It is public relations for the nonprofit world. You will learn how to communicate with customers, constituents, employees, supporters, opponents and others involved in shaping public policies. You study interdisciplinary mix of public affairs (such as government finance and budget; political action and civic engagement), journalism, political science, informatics, and liberal arts.

Skills and abilities this major develops includes: communication, public relations, strategic thinking, and critical thinking.

OPPORTUNITIES AFTER GRADUATION

Career Opportunities
According to the Bureau of Labor Statistics, public relations specialists in the nonprofit world will grow about 6 percent from 2014 to 2024. Candidates with specialized knowledge or experience such as international and/or additional language skills will find work faster.

Salary Information
According to the Bureau of Labor Statistics (2016), the average salary for public relations specialists in Indiana is $47,700. The median starting salary for public relations specialists was $50,000 for the class of 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
SPEA media and public affairs graduates often pursue advanced degrees in the following areas: Public Administration (MPA), Business administration (MBA), Law, and Health administration (MHA).

WHERE TO GET MORE INFORMATION

School of Environmental and Public Affairs
801 W Michigan Street
spea.iupui.edu

Public Relations Society of America
www.prsa.org

SPEA Career Services
BS 3025
spea.iupui.edu/career-services

Sample Coursework:
- Finance and budgeting
- Media as social institutions
- Voting, elections, and public opinion
- Visual communications
- Public relations
- Political science

Possible Careers:
- Public information officer
- Lobbyist
- Reporter
- Trade organization representative
- Public administrator
- Government affairs liaison

Where Could I Work?
- Eskenazi Health
- Indiana National Guard
- Charitable organizations
- Philanthropic foundations
- Government agencies
- Nonprofits

Complementing Interests:

Enterprising
Social
Artistic

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

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