



ONLINE BACHELOR OF ARTS Communications, Public Relations

Leadership for an Information-driven World

The Online Bachelor of Arts in Communications with a concentration in Public Relations at USC Upstate prepares students to support organizations and businesses by creating and maintaining positive relationships with key audiences. Public relations professionals connect organizations to their communities and consumers by using multiple communication strategies, such as telling compelling stories through social media, video, print, and online campaigns.

Students in the USC Upstate program work with real-world clients to produce publicity and informational materials, develop and implement public relations campaigns, and gain hands-on experience in this rapidly expanding field.

Curriculum

The curriculum includes coursework in the following topics:

- **Communication Foundation** - 9 credit hours
- **Public Relations Core** - 15 credit hours
- **Media History and Theory** - 3 credit hours
- **Professional Options** - 3 credit hours
- **Media and Professional Option Electives** - 6 credit hours
- **Research Methods and Capstone Project** - 6 credit hours

Prerequisites and Requirements

To apply for this online degree program, students must have earned a minimum 2.0 cumulative GPA in all previous college-level coursework. Students transferring to the program are encouraged to review the list of recommended courses on the program's webpage.



IN-DEMAND CAREERS

- Communications Coordinator
- Marketing Coordinator
- Public Information Coordinator
- Public Relations Specialist
- Social Media Manager
- Web Content Coordinator



AVERAGE STARTING SALARY

\$40,000-\$45,000



PROJECTED JOB GROWTH

The United States Department of Labor predicts above average job growth for public relations specialists. Demand is expected to increase 6% by 2032.



EMPLOYERS HIRING PUBLIC RELATIONS GRADUATES

- Assure Alliance Insurance
- Gordian
- Greenville Drive Minor League Baseball
- SourceLink Marketing
- The Ward Law Firm



LEARN MORE:
sc.edu/PalmettoCollege



UNIVERSITY OF
South Carolina
PALMETTO COLLEGE