

## **New Career-Focused Advertising & Public Relations Degree**

New degree program launches in the A.Q. Miller School summer 2022

**June 6, 2022**

### **News Facts**

- As the only major university in Kansas to offer an Ad & PR-focused degree, graduates signal their precise knowledge and skills to potential employers in areas of strategic planning, creativity and campaign ideation, branding, consumer behavior and insight research and digital and social media strategy.
- Growth in advertising and public relations-related jobs is projected to be high nationally with projected workforce growth for 2020 – 2030 ranging between 10% - 13% (U.S. Department of Labor, Bureau of Labor Statistics).
- The AD & PR degree offers personalized pathways to areas of specialized work, including social media management, creative design, insights & strategy and brand and corporate messaging.
- New and revised courses include ideation, strategy and planning, digital brand strategy, social media content development, social media management simulation and innovations in media and communication.
- The Ad & PR degree hosts award-winning, nationally affiliated student organizations, Ad Club and Public Relations Student Society of America (PRSSA).
- On-campus and online courses fit the busy schedules and changing needs of today's degree seekers.

### **Quotations**

- “Today, more than ever, brands, businesses and organizations need professionals who can effectively communicate with diverse audiences across a variety of social and digital media platforms. As career opportunities and job market competitiveness in advertising and public relations continue to increase, this new degree program positions graduates for success in a highly specialized and technical career field.”  
- Jana Thomas, Professor of Practice,  
Assistant Director for Advertising and Public Relations

### **Related Links**

- [Ad & PR at K-State](#)
- [A.Q. Miller School of Media and Communication](#)

### **About the Advertising & Public Relations Degree**

The 60- hour undergraduate degree in Ad & PR prepares students to influence and inform key audiences and publics through promotional and public image communications strategies. Students gain industry-focused knowledge and skills in strategic writing and planning, content creation and distribution, relationship management, data-driven decision-making, diversity in media, account management, media planning, media relations and reputation management. Additionally, hands-on training is prioritized through internship experience and credentialing from industry-recognized certifications in high career growth areas such as social media and digital media. Ad & PR graduates accept positions as advertising account executives, public relations and communications specialists, brand managers, fundraising and development officers, publicists, social media managers, copywriters and more.