

# ADVERTISING/PUBLIC RELATIONS, B.A.

---

**Begin Campus:** Any Penn State Campus

**End Campus:** University Park, World Campus

## Career Paths

An advertising/public relations degree prepares students to enter careers in business, communications, mass media and other fields that value effective communicators and storytellers. Graduates can find opportunities from coast to coast and with companies or organizations of nearly any size and industry. The advertising/public relations degree's versatility prepares students to have an immediate impact in helping a brand, company or organization tell its story.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF ADVERTISING/PUBLIC RELATIONS (<https://www.bellisario.psu.edu/departments/advertising-public-relations/>)

## Opportunities for Graduate Studies

Most undergraduates initially enter the professional world, but the multifaceted skill set associated with an advertising/public relations degree provides a foundation for success in graduate school. Undergraduates leave well-versed in the research necessary to carry out campaigns and the importance of analytics in measuring success.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://www.bellisario.psu.edu/graduate/>)