Public Relations

Required Courses

Why Choose Public Relations?

Public relations is one of the fastest growing industries in the United States, and Ferris is home to one of the best programs in the nation. The Ferris PR program is one of only two in the U.S. offering PR as a business degree; a significant distinction that “wows” employers. Additionally, Ferris is one of 35 elite programs in the U.S. to earn national certification (CEPR) in public relations. Our exclusive business core is combined with eight PR-specific courses, more than any program in the state. Our faculty bring real-world experience and professional certification (APR) to the classroom, where students work on real projects for real clients. The program’s proven excellence and distinctive offerings give our graduates a meaningful competitive advantage.

Career Opportunities

The field of public relations covers the entire spectrum of business communication for all types of organizations, from corporate to agencies to government and non-profit. PR is ultimately about building relationships and positive reputations, so it is literally in every organization everywhere. According to the Public Relations Society of America, the average practitioner’s salary is $69,000, with starting salaries ranging from $35-50,000. Top PR executives can make well into the six-figure salary range. Our program requires students to start the career search process early by making important contacts through job shadows, informational interviews, business networking, and internships. Graduates have landed jobs in all sectors throughout the nation and world.

Admission Requirements

New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
  1. SAT ERW score of 450 or higher
  2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
  3. SAT Composite of 900 or higher

New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)
Two of the Three Criteria:

1. ACT English score of 16 or higher
2. ACT Math score of 19 or higher
3. ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.

- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.

- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

More Information:
Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements for a Bachelor’s degree is here

Please consult this link for a complete listing of General Education Electives.

Consult the Required Courses above or the program advisor for program specific General Education requirements.

Graduation Requirements

The Public Relations program at Ferris leads to a bachelor of science degree in business with a major in Public Relations. Graduation requires a minimum 2.0 GPA in the core courses, in the major and overall.

More Information

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ADA compliant checksheets are being developed for the 2019-2020 Catalog. If you would like to request an ADA compliant checksheet before the 19-20 catalog is published, please send your request to: FSUCurriculum@ferris.edu