

Public relations: Growing in the workforce and department

The growth of the Speech Communication public relations track is on the rise reflecting the growth of the public relations field. Students, in the public relations track, crowded classes this semester eager to meet all course requirements, graduate on schedule and become an addition to the growing public relations field.

According to the 2010-2011 report from the Bureau of Labor Statistics, "Employment of public relations specialists is expected to grow 24 percent from 2008 to 2018, much faster than the average for all occupations."

Speech communication student, Daniel Schmidt, sees the connection between the industry growth and the growth within the track.

"I think the growth of the public relations track makes sense when you look at the growth in the job market; there is a close parallel between them," said Schmidt. "Adding the new blocks will help graduates be more prepared to face the trials they will face in the professional environment."

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To accommodate for the increase in students needing required classes for graduation, the Speech Communication Department made a few last minute

changes. Classes are usually capped to keep the teacher/student ratio lower for an effective learning environment, since Smaller classes allow for more one-on-one learning and give the personal connection. To allow for the addition students and keep the ratio low, the Department decided to add additional blocks for SPC413 and SPC313/SPC315, which are all required courses for the PR track.

Students aren't the only ones facing challenges. With new blocks of classes added, the faculty also takes on new obstacles. Faculty members are swamped with more papers to grade and more classes to manage. Some of the classes required new syllabi and grading guidelines to adjust to the higher number of students completing the same amount of work.

The quick adjustment reflects the hustle and bustle one can expect as they enter the public relations field. Thanks to the faculty who adjusted and made changes in response to their public's wants, the students are now on their way with the required courses under their belts for careers in the growing public relations field.

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