



UNIVERSITY OF
CENTRAL
MISSOURI

PR & STRATEGIC COMMUNICATION



100% 
PR-SPECIFIC
INTERNSHIP PLACEMENT

FLEXIBLE 
3 START DATES

INNOVATIVE
SYNCHRONOUS • ASYNCHRONOUS
VIRTUAL COURSES

97% 
OF PR
STUDENTS
LAUNCH THEIR CAREERS
OR CONTINUE THEIR EDUCATION
WITHIN SIX MONTHS OF GRADUATION

Complete your B.S. in Public Relations and Strategic Communication 100% online!

We understand that fitting college into your already busy schedule can be challenging. The University of Central Missouri offers a flexible pathway for you to finish your B.S. in Public Relations and Strategic Communication and land the career you've always wanted. If you have a 60-credit-hour associate degree or comparable total hours generated, our online completion program is for you! **You can take classes 100% online and graduate in as little as four semesters.** You will learn from the same highly qualified and dedicated faculty members who teach on campus.

Globally certified by



with Certification in Education
for Public Relations (CEPR)

Graduate Career-Ready

Globally certified by the Public Relations Society of America with Certification in Education for Public Relations (CEPR), this high-quality program will prepare you to enter the job market with the knowledge and skills employers want, like story pitching, writing for business and public relations, strategy planning, professional speaking and client relations. You will receive personal attention from dedicated faculty members who genuinely care about your success and graduate with the confidence to start a new career. As you complete your Public Relations and Strategic Communication degree, you will:

- Learn how to take a public-focused approach to results-driven strategic communication.
- Gain real-world experiences through internships and in-class clients.
- Connect early on with alumni who care, and benefit from their knowledge of the industry.

Secure Your Future

UCM has a student faculty ratio of 17:1 and average class size of 21 students, which means you'll get the one-on-one attention you need to thrive. Your professors will connect you with valuable opportunities and industry professionals to help you launch your career. UCM's successful PR alumni are eager to hire new graduates, and internships often convert to jobs. In fact, many students receive job offers before graduation! This degree will prepare you for a variety of careers, including:

- Social media coordinator
- Events manager
- Community relations manager
- Public relations specialist
- Promotions coordinator
- Marketing communications specialist



"My internships helped me realize really fast that I can work anywhere I want to with PR. It truly is probably one of the most diverse and inclusive degrees for a career that lets you chart your own path. The experiences that I have had with the UCM PR program have all been essential to where I am at now. UCM PR puts you in a very good position to set you up for your career because of all the tangibility that they give you in your classes."

— Robert Fischer, '12
Senior Account Manager
Jasper Paul PR and Marketing



"I would strongly recommend UCM's online PR and Strategic Communication program. The professors are easy to talk to and have real-world knowledge of the PR industry. I like that the program is CEPR certified and I can take classes online. It has been very easy to manage and I have learned so much. I am hoping to take on more responsibilities at my current job that involve public relations. One of the most beneficial classes I have taken so far has been Strategic Planning for PR. We have learned many valuable things like story pitches and media training, which is something we will actually have to do as a public relations professional. The program also offers many internship possibilities that oftentimes turn into permanent jobs. It is an all around great program!"

— Diana Eads
Assistant Vice President and Branch Manager
Preferred Bank in Lee's Summit

Fund Your Education

A wide variety of financial aid is available to help fund your education. **UCM Scholarship Finder** makes it easy to find and apply for scholarships – simply fill out a single application that is automatically submitted toward all eligible scholarships. There are even many scholarships specifically for PR students. See what you may qualify for at ucmo.edu/scholarshipfinder. Federal financial aid is also available. Be sure to use **UCM's FAFSA code, 002454**.



UNIVERSITY OF
CENTRAL
MISSOURI

CONTACT US!

Harmon College of Business and Professional Studies
University of Central Missouri
Dockery 200 B
P.O. Box 800
Warrensburg, MO 64093

Dr. Tricia Hansen-Horn
Program Coordinator
660-543-8635
hansen-horn@ucmo.edu
ucmo.edu/pr