



## Public Relations

B.A., B.A.S., B.S. or Minor

This program prepares students to identify, understand & meet the target audiences' needs while protecting client reputation & image.

### Program at a glance:

Students who pursue public relations learn how to understand and meet the needs of target audiences while protecting the image or reputation of a client. Faculty focus on oral, written and verbal communication skills as well as problem-solving skills needed to be successful in the real world! Northwest public relations faculty have years of professional experience and numerous connections to employers in the field.

### Skills:

- Content Marketing
- Press releases
- Web content
- Event planning
- Community outreach
- Market research
- Publicity strategies
- Analyzing coverage

### JOB TITLES

Public relations specialist  
Marketing coordinator  
Public information officer  
and more...

**↑6% GROWTH<sup>5</sup>**  
**+18,000 JOBS<sup>5</sup>**  
**\$67,440/YR<sup>6</sup>**

<sup>5</sup>Projection between 2022-2032 - U.S. Bureau of Labor Statistics

<sup>6</sup>Median pay - U.S. Bureau of Labor Statistics

<sup>5,6</sup>Statistics for the public relations specialist occupation

Start your journey.

## DAY ONE.

The right size to make your own path, feel valued in the classroom and join the family.

**9,664**  
ENROLLED  
STUDENTS

**21:1**  
STUDENT-FACULTY  
RATIO

**97%**  
EMPLOYED OR IN  
GRAD SCHOOL

**150+**  
STUDENT CLUBS &  
ORGANIZATIONS

Questions?

### Contact Us:



**660.562.1361**



**marlam@nwmissouri.edu**



**800 University Drive**  
Maryville, MO 64468

[nwmissouri.edu/communications](https://nwmissouri.edu/communications)



**NORTHWEST**  
MISSOURI STATE UNIVERSITY

# SCHOOL OF COMMUNICATION AND MASS MEDIA

**Communication  
Degrees & Programs**

NORTHWEST STUDENTS ARE  
**CAREER READY.  
DAY ONE.**





## Organizational Communication

B.A., B.S., or Minor

Prepares students to develop, implement & maintain communication strategies within organizations.

### Program at a glance:

Students pursuing an emphasis in organizational communication study the methods of communication that people create, send and obtain in groups. Faculty focus on teaching approaches to effective communication within an organization, analyzing how communication affects the organization and exploring methods of communication that facilitate a high-performing organizational culture.

### Skills:

- Communication strategies
- Persuasion techniques
- Resource management
- Tailoring messages
- Message simplification
- Message consistency
- Internal communication
- Customer communication

### JOB TITLES

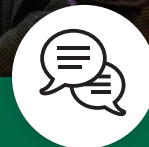
Human resources specialist  
Communications specialist  
Corporate trainer  
and more...

**↑6% GROWTH<sup>1</sup>**  
**+51,400 JOBS<sup>1</sup>**  
**\$64,240/YR<sup>2</sup>**

<sup>1</sup>Projection between 2022-2032 - U.S. Bureau of Labor Statistics

<sup>2</sup>Median pay - U.S. Bureau of Labor Statistics

<sup>1,2</sup>Statistics for the human resources specialist occupation



## Interpersonal Communication

B.A., B.S., or Minor

This program prepares students to effectively exchange information and form relationships.

### Program at a glance:

The interpersonal communication emphasis explores how people create, send and receive messages, and analyzes the ways in which messages affect the perception of the relationship. At Northwest, faculty focus on communication theory and ensuring students are efficient in public speaking, writing, group behavior, persuasion and interpersonal communication. A minor is required for a major in this emphasis.

### Skills:

- Active listening
- Critical thinking
- Emotional intelligence
- Conflict resolution
- Effective message creation
- Management & leadership
- Managing personalities
- Utilizing communication styles

### JOB TITLES

Guidance counselor  
Communication specialist  
Sales representative  
and more...

**↑5% GROWTH<sup>3</sup>**  
**+18,400 JOBS<sup>3</sup>**  
**\$60,140/YR<sup>4</sup>**

<sup>3</sup>Projection between 2022-2032 - U.S. Bureau of Labor Statistics

<sup>4</sup>Median pay - U.S. Bureau of Labor Statistics

<sup>3,4</sup>Statistics for the school and career counselor and advisor occupation



## Social Media Management

Bachelor of Science (B.S.)

This program prepares students to use social media in promotional and business contexts.

### Program at a glance:

More than 90 percent of businesses and organizations use social media. The social media manager interdisciplinary major will prepare students to be adept at learning new technology, establishing an online presence maintaining relevant skills in communication, creativity and relationship building. An internship is required for this major but opportunities to complete an internship on campus are vast.

### Skills:

- Public relations techniques
- Content planning
- Marketing & promotions
- Copywriting
- Search engine optimization
- Online customer service
- User experience & analytics
- Content creation

### JOB TITLES

Social media specialist  
Digital engagement specialist  
Online community manager  
and more...

**↑6% GROWTH<sup>5</sup>**  
**+18,000 JOBS<sup>5</sup>**  
**\$67,440/YR<sup>6</sup>**

<sup>5</sup>Projection between 2022-2032 - U.S. Bureau of Labor Statistics

<sup>6</sup>Median pay - U.S. Bureau of Labor Statistics

<sup>5,6</sup>Statistics for the public relations specialist occupation