

# Public Relations Major Application

## I. BIOGRAPHICAL DATA

Please print:

Name: \_\_\_\_\_ Student ID Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Current Mailing Address: \_\_\_\_\_

Expected Month/Year of Graduation: \_\_\_\_\_

## II. EMPLOYMENT/INTERNSHIP EXPERIENCE

List any employment or internship experience in the Public Relations field.

## III. ACADEMIC PROFILE

Attach a current copy of your transcript from E-Campus.

I have completed the following pre-major courses:	I am currently enrolled in the following pre-major courses:
COM 202 (101) with a grade of _____	COM 202 (101) _____
COM 210 with a grade of _____	COM 210 _____
JOR 220 with a grade of _____	JOR 220 _____
STA 220 or MTH 107 with a grade of _____**	STA 200 or MTH 107 _____

\*\* If you have taken a different course, please indicate \_\_\_\_\_

#### **IV. ESSAY**

As the final part of your application, please respond to the following essay statement:

According to *Public Relations - The Profession and The Practice* (Lattimore, 2008), “Public relations work is all about developing effective relationships between organizations and groups that are important to them, including the media, customers, employees, investors, community leaders, activist groups and government agencies”. This statement can be illuminated by the strategic efforts of a local public relations/marketing agency, North Star Marketing, Inc.

In preparing your essay, the first step is to review the website for North Star Marketing, Inc. ([fortheLoveofMarketing.com](http://fortheLoveofMarketing.com)). Based on your review of the website, convey your interpretation of the statement by Lattimore by formulating a well-written essay (no more than 2 typed pages, double spaced). Your essay should reflect your analytical and writing style and should be free of grammatical and punctuation errors.

Lattimore, D. (2008). *Public Relations - The Profession and the Practice*. 3rd ed. (p. 5). New York, NY: McGraw Hill.