

Background: PRE 466 Public Relations Campaigns

The Public Relations Campaign class is the capstone course for all PR majors. It is where students showcase all the skills they have obtained through the PR curriculum. Unlike a typical college course, this class has students take charge.

Before students take the Public Relations Campaigns class, they take Campaign Development and Planning, where they choose their client and conduct the necessary research required to put on the campaign the following semester.

Past classes have worked with clients such as the Ted K Center, the Office of Alumni Relations, Hannah's Hope, the Town of Plattsburgh and North Country Honor Flight. Students analyze what the client wants, what is possible to achieve and how, strategically, it can be achieved.

This class gives PR students hands-on experience working with real clients. The client's benefit and so do the students who build knowledge and skills while conducting their campaigns.