



Objectives for the HLGU Public Relations Major

Statement of Mission and Purpose:

The mission of Hannibal-LaGrange University is to provide an excellent education in both liberal arts and professional disciplines in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

The mission of the Communication Studies Department is to provide an excellent education in the field of Public Relations in a distinctively Christian environment, that integrates Christian faith and learning in preparing graduates for personal and career effectiveness.

Objectives for the Public Relations major:

1. The Public Relations major will demonstrate the understanding of public relations by creating a plan to solve a communication problem for an organization or client.
2. The Public Relations major will demonstrate on-the-job knowledge and skills.
3. The Public Relations major will be able to communicate using effective presentations skills when pitching and communicating to various audiences.
4. The Public Relations major will demonstrate skills, knowledge, and the ability to work together in a team to produce public relations programming/tactics for a client.

**Our purpose is to help you discover
God's purpose for your life.**

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