Public Relations

University of Oregon · Bachelor

Develop writing, campaign planning, audience research and public communication skills.

BEFORE YOU APPLY

Review the journalism-school prerequisites and build writing samples early. Ask how prior coursework meets the public relations major.

TIME, SCHEDULE & APPLICATION

180 quarter credits. Confirm your full degree plan. Prior credits, prerequisite placement and course availability can change your personal completion date.

BUILD YOUR BUDGET

The 2026-27 resident undergraduate annual budget lists $17,475 in tuition and fees. It excludes the $570 one-time matriculation fee for a new student's first term, books and living expenses. Confirm your tuition-guarantee cohort and course-specific charges; this is not the total degree price. Add remaining program and living expenses; compare your cost after confirmed aid.

CREDENTIALS & OUTCOMES

A degree and portfolio can support entry into communication work. Agency, nonprofit and in-house roles differ in experience and skill requirements.

YOUR NEXT THREE STEPS

1. Review the exact program. Check the award, entry checklist and next start.
2. Build your full budget. Include preparation, supplies and travel.
3. Explore the connected career. Compare duties, Oregon wages and required preparation.