Beckman 211

Mission Intercultural: A Global Public Relations Education

As society and business become increasingly globalized, so must higher education. Public Relations and Advertising, the business of building and managing relationships, especially necessitates a global perspective. While Chapman's PR program has an entertainment edge, it could benefit from increased international understanding. By studying PR abroad at the University of Waikato in New Zealand, students will not only experience personal growth, but gain valuable professional experience. Examining the evolution of PR, along with current trends in international education, this capstone encourages PR/AD students to study abroad, expanding their worldview and preparing them for a future with international potential.