

## Bateman Team

How would you like to put "One of five team members that planned and implemented a public relations campaign for a major client in a national competition case study" on your resume?

The Bateman Case Study Competition allows those involved the opportunity to exercise the analytical skills and mature judgment required for public relations problem-solving.

A company or an organization creates a case study and the Bateman team develops and executes a campaign to meet the objectives. After compiling a campaign book, the team sends their plan in to be judged. Dozens of teams from chapters across the U.S. compete every year. The top three teams are flown to a selected location to be judged by the client and receive awards and money for their Chapters. Members can apply to be on the Bateman Team during the first few months of Fall Semester. You can even get class credit!

## Contact Us

Please visit our website,  
**msuprssa.org**  
to learn more about our organization!

Questions, comments, concerns or  
interested in joining PRSSA?  
E-mail us at **prssa@msu.edu**

Tweet with us! Our Twitter handle is  
**@MSUPRSSA**

"Like" Us on Facebook. Our page is  
**Michigan State University PRSSA**

Check out our blog  
**msuprssa.wordpress.com**  
and leave us a comment!

Join our LinkedIn group,  
**Michigan State University PRSSA**  
and make a connection with us!



## Ned S. Hubbell Chapter Michigan State University



**msuprssa.org**

## Who We Are

The Ned S. Hubbell Chapter of the Public Relations Student Society of America at Michigan State University advances the profession of public relations through professional partnerships, competition, non-profit work, development programs, and involvement with the parent chapter organization, Public Relations Society of America. PRSSA has two missions:

(1) serve members by enhancing their knowledge of public relations and providing access to professional development opportunities and

(2) serve the public relations profession by helping to develop high quality, well-prepared professionals.

We offer members a variety of events and opportunities on- and off- campus to broaden their public relations knowledge and guide them towards their future career in the field.



## Events and Activities

PRSSA members have the opportunity to be involved in a variety of events and activities throughout the year. Gain experience by getting involved with:

- **General Meetings** every other Tuesday at 7 p.m. in 147 CAS
- **Monthly Professional Development Sessions** give you a hands-on opportunity to build your skills portfolio
- **PR Firm Tours** in Lansing, Detroit and Chicago
- **PR Links**, MSU PRSSA's annual career fair, catered specifically to public relations companies and students
- **Philanthropic opportunities** such as community clean-ups and Relay for Life
- **Hubbell Connections**, our student-run firm
- **Bateman**, a National Case Study competition
- **Regional Activities**, conferences hosted by PRSSA chapters across the U.S.
- **PRSSA National Conference**, a jam-packed five days of learning, networking, and PR
- **And more!**

## Hubbell Connections

Members can apply to join our student-run public relations firm, Hubbell Connections. The mission of Hubbell Connections is to ensure members of MSU's Chapter receive the real-world experience needed to succeed as professional and ethical public relations practitioners by providing a public relations environment in which members can deliver quality services and build positive relationships with clients and the community.

As a Hubbell Connections member you will:

- Learn the process of planning and implementing a campaign
- Work with real clients from the MSU and surrounding community
- Sharpen your writing, media relations and event planning skills
- Expand your leadership experiences and develop relationships with other PRSSA members

