Another clear benefit to studying Public Relations is that you will begin networking with other people who will go on to work in PR from your very first day in the lecture theatre, and your department will have many connections to people and businesses within the industry. Networking is crucial to making it in the PR industry, and students who specialise in the subject get a head start. What is studying Public Relations like? At a degree level, studying Public Relations will entail developing practical and vocational skills, with a focus on preparing students for a future career in the PR field.