# PUBLIC RELATIONS
What can I do with this major?

## AREAS

### ACCOUNT MANAGEMENT
- Sales
- Development
- Marketing
- Administration
- Event Planning
- Employee or Member Relations
- Media Relations
- Customer Service
- Research

### MEDIA
- Writing
- Editing
- Copywriting
- Reporting
- Broadcasting
- Producing
- Managing/Directing
- Research
- Media Sales
- Media Planning

## EMPLOYERS

Public relations firms representing:
- Private and public organizations, individuals, and events
- PR departments in large corporations
- Public opinion research firms
- Advertising agencies
- Radio and television companies
- Sports and entertainment organizations
- Hospitality and tourism industry
- Nonprofit organizations
- Government agencies
- Labor unions
- Consulting firms
- Freelance

Publishing firms including:
- Newspapers, magazines, and books
- Wire services and syndicates
- Newspapers
- Magazines
- Literary agencies
- Internet sites/online news providers
- Television and radio stations
- Film industry
- Freelance

## STRATEGIES

- Strengthen verbal communication skills by taking speech communication courses.
- Enhance writing skills through additional coursework.
- Learn to work well with teams.
- Serve as public relations officer of an organization.
- Get involved with related professional associations as a student member.
- Acquire one or more public relations internships even if unpaid.
- Be prepared to start at the bottom and work up to higher positions.
- Consider a master's degree in public relations for higher level positions, especially at the executive level.
- Find a mentor in the field to guide your own career planning.
- Be willing to move to locations with more job opportunities.

- Develop the ability to work under the pressure of deadlines in a fast-paced environment.
- Work for campus or local newspaper, radio station, or television station.
- Complete internships in relevant settings.
- Learn applications related to web page design, desktop publishing, and other relevant technology.
- Obtain sales experience.
- Get involved with national and campus professional associations.
- Develop excellent interpersonal, presentation, and research skills.
- Be willing to take any job you can to get a foot in the door with an organization of interest.
- Develop a portfolio or audition tape depending on the industry.
## AREAS

### BUSINESS AND INDUSTRY
- Advertising Sales
- Sales
- Marketing
- Customer Service
- Management
- Insurance Underwriting and Claims
- Training and Development
- Human Resources
- Labor Relations
- Writing/Editing

### GOVERNMENT
- Public Affairs
- Risk and Crisis Communication
- Campaign Marketing and Fund Raising
- Campaign Management
- Media Relations
- Public Information
- City or Town Management
- Programming
- Research
- Lobbying
- Conflict Negotiation
- Program Administration
- Community Affairs
- General Services
- Legislative, Executive, or Judicial Services

## EMPLOYERS

### BUSINESS AND INDUSTRY
- Public and private corporations
- Marketing companies
- Internet marketers
- Sport and athletic organizations
- Retail stores
- Hotels
- Restaurants
- Hospitals and other healthcare organizations
- Financial companies
- Insurance firms
- Real estate companies
- Print and electronic media
- Other product and service providers
- Consulting firms

### GOVERNMENT
- Federal government:
  - There are over 170 departments and agencies
- State governments
- Counties
- Municipalities
- Townships
- School districts
- Court system
- Campaign committees
- Special action committees
- Elected officials
- Political parties
- Lobbying firms

## STRATEGIES

### BUSINESS AND INDUSTRY
- Earn a minor or double major in business.
- Obtain sales and marketing experience through part-time or summer jobs.
- Develop strong verbal and written communication skills.
- Complete internships in fields of interest to build the skills and experiences valuable to employers.
- Hone computer skills and learn applications such as databases, spreadsheets, and presentations.
- Demonstrate excellent interpersonal skills and learn to work well on a team.
- Get involved in student professional associations and other campus organizations.
- Consider earning a graduate degree in business to increase opportunities for advancement.
- Stay current with business and industry literature and news.
- Become knowledgeable about corporate social responsibility.
- Build a network of contacts.

### GOVERNMENT
- Take courses or minor in applicable interest area(s).
- Develop strong research, writing, conflict management, and negotiation skills.
- Work on student government or local political campaigns.
- Join related campus organizations and seek leadership roles.
- Develop multi-cultural competence and learn to work well a variety of people.
- There are a large number of specialized agencies within local, state, and federal government. Do extensive research to find the area that best fits your interests and goals.
- Complete an internship with a government agency.
- Maintain a strong GPA as many government programs are competitive.
## Areas

<table>
<thead>
<tr>
<th>GOVERNMENT CONTINUED</th>
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<tbody>
<tr>
<td><strong>NON-PROFIT</strong></td>
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<tr>
<td>Public Relations</td>
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<tr>
<td>Promotion</td>
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<td>Event Planning</td>
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<td>Service Marketing</td>
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<td>Administration</td>
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<td>Community Affairs</td>
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<td>Fund Raising/Development</td>
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<td>Research</td>
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<td>Program Coordination</td>
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<td>Grant Writing</td>
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<td>Writing/Editing</td>
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<td>Volunteer Coordination</td>
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<td>Training</td>
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<th><strong>EMPLOYERS</strong></th>
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<tr>
<td>Local and national nonprofit organizations</td>
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<td>Charities and foundations, e.g. within the areas of environment, arts, multicultural initiatives, religion, and health</td>
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<td>Hospitals and healthcare providers</td>
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<td>Educational institutions</td>
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<td>Museums</td>
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<td>Historical sites and societies</td>
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<td>Libraries</td>
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<tr>
<td>Chambers of commerce</td>
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<td>Professional associations</td>
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<td>Special interest groups</td>
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<tr>
<td>Labor unions</td>
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<tr>
<td>Learn government job application processes. Seek assistance at your college career center.</td>
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<td>Develop a network of contacts through referrals and informational interviews.</td>
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<td>Consider earning a graduate degree in public policy/affairs, public administration, or related areas.</td>
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<td>Gain experience through internships or volunteer positions with non-profit entities.</td>
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<td>Get involved planning events or fund raising for campus or local organizations.</td>
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<td>Demonstrate knowledge and experience in a specialty area, e.g. public health, environment, urban issues. Consider a minor or specific courses to develop this expertise.</td>
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<td>Learn to work well with different types of people.</td>
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<td>Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership.</td>
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<td>Consider earning a graduate degree in public administration or nonprofit management to position yourself for great opportunities.</td>
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<td>AREAS</td>
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<tr>
<td><strong>EDUCATION</strong></td>
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<tr>
<td>Teaching</td>
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<td>Research</td>
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<td>Administration</td>
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<td>Student Affairs, e.g. Student Activities,</td>
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<td>Leadership Development, Admissions,</td>
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<td>Orientation, Career Services, Residence</td>
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<td>Life, Multi-cultural Affairs, Study</td>
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<td>Abroad, International Student Services</td>
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<td>Academic Affairs, e.g. Academic Support</td>
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<td>Services, Advising, Educational Advancement</td>
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<tr>
<td>Programs</td>
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<td>Library Sciences</td>
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GENERAL INFORMATION

• Develop excellent communication skills, both verbal and written. Creativity and good judgment are also critical skills in this field.
• Demonstrate enthusiasm and energy for the field.
• Obtain part-time, summer job, internship, or volunteer experience within an area of interest. Public relations is a competitive field and related experience is essential to break into the industry.
• Explore specializations within major and field. Select electives or earn a minor to enhance knowledge in area(s) of interest.
• Participate in co-curricular activities to develop skills such as public speaking, team work, leadership, event planning, and fund raising. Join professional associations related to public relations.
• Make the most of public relations campaign classes to learn as much as possible and to generate items for a portfolio.
• Be prepared to start at the bottom and work up to positions of greater responsibility. Expect to complete administrative tasks in entry-level jobs.
• Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
• Obtain additional or advanced degrees to enhance knowledge of specific area of interests. For instance, a Master of Public Policy (MPP) will increase employability in government and non-profit agencies.