# PUBLIC RELATIONS

## What can I do with this major?

### AREAS

**ACCOUNT MANAGEMENT**
- Media relations
- Investor relations
- Development
- Marketing
- Administration
- Event planning
- Employee or member relations
- Corporate communications
- Research

**MEDIA**
- Writing
- Editing
- Copywriting
- Reporting
- Broadcasting
- Producing
- Managing/Directing
- Research
- Media sales
- Media planning

### EMPLOYERS

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

**MEDIA**
- Publishing firms (e.g., newspapers, magazines, and books)
- Wire services and syndicates
- Newspapers
- Magazines
- Literary agencies
- Internet sites/online news providers
- Television and radio stations
- Film industry
- Celebrities/authors
- Freelance

### STRATEGIES

**ACCOUNT MANAGEMENT**
- Strengthen verbal communication skills by taking speech communication courses.
- Minor in business administration
- 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.
- Find a mentor in the field to guide your own career planning.
- Be willing to move to locations with more job opportunities.

**MEDIA**
- 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, desk.
- 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.
### BUSINESS AND INDUSTRY

**AREAS**
- Advertising sales
- Marketing
- Customer service
- Management
- Insurance underwriting and claims
- Training and development
- Human resources
- Labor relations
- Writing/Editing

**EMPLOYERS**
- 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

**STRATEGIES**
- 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

**AREAS**
- 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**
- Federal government
- State government
- Counties
- Municipalities
- Townships
- School districts
- Court system
- Campaign committees
- Special action committees
- Elected officials
- Political parties
- Lobbying firms

**STRATEGIES**
- 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 with a variety of people.
- Join Peace Corps, AmeriCorps, Teach for America or other service related jobs after college.
- 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.
<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>GOVERNMENT CONTINUED</strong></td>
<td></td>
<td>Maintain a strong GPA as many government programs are competitive. Learn government job application processes. Seek assistance at your college career center. Develop a network of contacts through referrals and informational interviews. Consider earning a graduate degree in public policy/affairs, public administration, or related areas.</td>
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<td><strong>NON-PROFIT</strong></td>
<td>Local and national nonprofit organizations</td>
<td>Gain experience through internships or volunteer positions with non-profit entities. Get involved planning events or fund raising for campus or local organizations. 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. Learn to work well with different types of people. Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership. Consider earning a graduate degree in public administration or nonprofit management to position yourself for great opportunities.</td>
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<tr>
<td>Public relations</td>
<td>Charities and foundations (e.g., environment, arts, multicultural initiatives, religion, and health)</td>
<td>Hospitals and healthcare providers</td>
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<td>Promotion</td>
<td>Educational institutions</td>
<td>Museums</td>
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<td>Event planning</td>
<td>Historical sites and societies</td>
<td>Libraries</td>
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<td>Service marketing</td>
<td>Chambers of commerce</td>
<td>Professional associations</td>
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<td>Administration</td>
<td>Special interest groups</td>
<td>Labor unions</td>
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<td>Community affairs</td>
<td>Grant writing</td>
<td>Volunteer coordination</td>
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<td>Fund raising/Development</td>
<td>Writing/Editing</td>
<td>Training</td>
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### EDUCATION

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<th>Strategies</th>
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<tbody>
<tr>
<td>Teaching</td>
<td>Colleges and universities, Professional or graduate schools, including</td>
<td>Obtain a doctorate degree to teach at colleges and universities.</td>
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<tr>
<td>Research</td>
<td>Medical</td>
<td>Earn a master's degree in a specialized area (e.g., College Student Personnel, Higher Education Administration, or Library and Information Sciences to work in other roles at post-secondary institutions.)</td>
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<tr>
<td>Administration</td>
<td>Adult education programs, Vocational-technical educational programs</td>
<td>Maintain a high GPA and secure strong faculty recommendations to prepare for graduate school.</td>
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<td>Student affairs</td>
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<td>Seek campus leadership positions such as peer mentor, orientation leader, or resident assistant. Build strong interpersonal skills.</td>
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<td>Academic affairs</td>
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<td>Library sciences</td>
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### SOCIAL MEDIA MANAGEMENT

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<tr>
<td>Strategy</td>
<td>Public relations firms, Marketing agencies</td>
<td>Get experience with social media platforms (e.g., Facebook, YouTube, and Twitter) and location-based social media sites (e.g., Yelp and Gowalla)</td>
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<td>Content planning</td>
<td>Advertising agencies, Social media management companies, Media outlets</td>
<td>Be adept at learning new technology and tools quickly. Stay abreast of industry news.</td>
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<td>Community management</td>
<td>Corporations in a variety of industries, Web application companies, Freelance</td>
<td>Establish an online presence for yourself, and use it in your job search.</td>
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<td>Marketing and promotions</td>
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<td>Complete an internship in social media.</td>
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<td>Blogging</td>
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<td>Volunteer to maintain social media for campus organizations.</td>
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<td>Copy writing</td>
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<td>Develop skills important to this field such as communication, creativity, relationship building, and project management.</td>
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<td>Search engine marketing</td>
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<td>Take courses in marketing, journalism, copy writing, and technology.</td>
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<td>Online customer service</td>
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<td>Research an industry of interest to learn about its social media presence.</td>
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<td>Learn how to effectively manage negative press.</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, teamwork, 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.