

PUBLIC RELATIONS

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<u>ACCOUNT MANAGEMENT</u> Media relations Investor relations Social media strategy Global relations Development/Fundraising Crisis communication Marketing Administration Event planning Employee or member relations Corporate communications Research Entertainment Nonprofit	Public relations firms representing: Private and public organizations, individuals, and events PR departments in large corporations Public opinion research firms PR and advertising agencies Media companies Sports and entertainment organizations Hospitality and tourism industry Nonprofit organizations including education institutions Government agencies Labor unions Consulting firms Freelance Healthcare	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.

<u>MEDIA</u> Writing Editing Copywriting Social Media Digital Communication Reporting Broadcasting Producing Managing/Directing Research Media sales Media planning	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	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.
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AREAS	EMPLOYERS	STRATEGIES
<u>BUSINESS AND INDUSTRY</u> Advertising sales Marketing Customer service Management Insurance underwriting and claims Training and development Human resources Labor relations Writing/Editing Risk/Crisis communication	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 Entertainment agencies	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.
<u>GOVERNMENT</u> Public affairs Risk and crisis communication Campaign marketing and fund raising Campaign management Media relations Social media management Public information City/Town management Programming Research Lobbying Conflict negotiation Program administration Community affairs Public information officer General services Legislative, executive, or judicial services	Federal government State government Counties Municipalities Townships School districts Court system Campaign committees Special action committees Health departments Elected officials Political parties Lobbying firms	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.

AREAS

EMPLOYERS

STRATEGIES

GOVERNMENT CONTINUED

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.

NON-PROFIT

Public relations
Promotion
Event planning
Service marketing
Administration
Community affairs
Fund raising/Development
Research
Program coordination
Grant writing
Writing/Editing
Volunteer coordination
Training

Local and national nonprofit organizations
Charities and foundations (e.g., environment, arts, multicultural initiatives, religion, and health)
Hospitals and healthcare providers
Educational institutions
Museums
Historical sites and societies
Libraries
Chambers of commerce
Professional associations
Special interest groups
Labor unions

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.

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

EDUCATION

Teaching Research Administration Student affairs (e.g., student activities, leadership development, admissions, orientation, career services, residence life, multi-cultural affairs, study abroad, international student services) Academic affairs (e.g., academic support services, advising, educational advancement programs, honors programs) Library sciences	Colleges and universities Professional or graduate schools, including medical Adult education programs Vocational-technical educational programs	Obtain a doctorate degree to teach at colleges and universities. 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.) Maintain a high GPA and secure strong faculty recommendations to prepare for graduate school. Seek campus leadership positions such as peer mentor, orientation leader, or resident assistant. Build strong interpersonal skills.
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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.