# PUBLIC RELATIONS

What can I do with this degree?

## AREAS

### ACCOUNT MANAGEMENT
- Issues Management
- Counseling
- Employee or Member Relations
- Media Relations
- Research

### MEDIA
- Reporting
- Advertising Sales
- Writing and Editing

### PUBLIC AFFAIRS
- Government Relations
- Risk and Crisis Communication
- Campaign Marketing and Fundraising
- World Affairs and Diplomacy
- Media Relations

## EMPLOYERS

- Public relations firms
  - (Representing various private and public organizations and institutions, individuals, and events.)
- PR departments in large corporations

## STRATEGIES

### ACCOUNT MANAGEMENT
- Strengthen verbal communication skills by taking speech communication courses.
- Enhance writing skills through additional coursework in business and marketing.
- Acquire an internship with a PR firm.
- Be prepared to start at the bottom and work up to higher positions.
- Consider a master's degree in PR for higher level positions, especially at the executive level.
- Learn to work well with teams.

### MEDIA
- Develop the ability to work under the pressure of deadlines in a fast-paced environment.
- Get a summer job or internship with a newspaper, TV or radio station.
- Work with college newspaper staff or radio station.
- Develop strong computer skills and learn applications related to web page design.
- Obtain experience in the area of sales.
- Get involved with national and campus professional associations.

### PUBLIC AFFAIRS
- Secure federal internships in a field of interest.
- Develop strong research and writing skills.
- Get experience with student government or political campaigns.
- Consider graduate programs in Public Policy/Affairs.
- Develop foreign language skills.
- Enhance language skills and cultural understanding through study abroad programs.
- Gain experience by volunteering with organizations that provide assistance to various cultural groups.
## Areas

### Business and Industry
- **Advertising Sales**
- **Sales**
- **Training and Development**
- **Human Resources**
- **Customer Service**
- **Management**
- **Direct Marketing**
  - Direct marketers work with the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax.

### Employers
- Public and private corporations
- Consulting firms
- Marketing companies
- Internet marketers
- Sport and athletic organizations
- Retail stores

### Strategies
- Take general business and computer courses.
- Consider earning a graduate degree in business.
- Gain experience in organizational development or marketing.
- Become current with business and industry literature and news.
- Obtain sales and marketing experience.
- Work within college sports administration and marketing.

### Non-Profit and Education
- **Public Relations**
- **Fundraising**
- **Promotion**
- **Event Planning**
- **Service Marketing**
- **Advertising Sales**
- **Administration**
- **Community Affairs**

### Employers
- Museums
- Charities and foundations (i.e. within the areas of environment, arts, multicultural initiatives, religion, and health)
- Hospitals and healthcare providers
- Colleges and universities
- Social service agencies
- Nonprofit organizations
- Professional associations

### Strategies
- Get experience through volunteering for non-profit agencies, museums, and charities.
- Obtain internships with non-profit organizations.
- Gain experience planning events for campus organizations.
- Consider additional degrees such as MPH (Master of Public Health) to enhance employability.
- Get sales experience.

### General Information
- Develop excellent communication skills, verbal and written.
- 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.
- Be prepared to start at the bottom and work up to positions of greater responsibility. Expect to complete administrative tasks in entry-level jobs.
- Participate in co-curricular activities and related organizations to develop skills. Join on-campus and national professional associations related to public relations.
- Obtain additional or advanced degrees to enhance knowledge of specific area of interests. For instance, a Master's degree in Public Policy (MPP) will increase employability in government and non-profit agencies.
- Take PR campaign class seriously as it is a good learning experience.