



What can I do with a major in... PUBLIC RELATIONS

The Public Relations major is designed to prepare students for careers in the diverse field of public relations. Career opportunities include media relations specialist, events planner/coordinator, press secretary, promotions manager, and marketing manager. With an emphasis on relating to the public, students learn to conceptualize and solve problems, gather information and conduct market research, think strategically and communicate effectively through writing, persuasive speaking, presenting and interpersonal networking.

What types of work are related to this degree?

Campaign marketing and fundraising
Press secretary
Fund development
Community affairs
Employee or member relations
Event planning or coordination
Media relations
Promotion and sales
Speech writer
Copywriter
Training and development
Research/social media
Public information
Disaster/crisis communication
Fundraising/grant writing

Who employs people with this degree?

Advertising agencies
Public and private corporations
Marketing/internet marketing companies
Sport and athletic organizations
Retail stores, hotels, restaurants
Hospitals and other healthcare organizations
Financial and insurance firms
Real estate companies
Print and electronic media companies
Consulting firms
Colleges
Government offices
Missions and nonprofit organizations
Public relations and advertising agencies
Lobbying groups

Strategies for Success:

- Obtain a part-time job, summer job, internship, or volunteer experience within an area of interest. Public relations is a competitive field and related experience is essential to breaking 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 fundraising. 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. While these jobs may seem unrelated, you will be consistently exposed to the “lingo” and the culture of PR, and that will greatly help you later on.

More information online at ONETonline.org

Professional Associations:

Council of Public Relations Firms
Public Relations Society of America
Public Relations Consultants Association
International Public Relations Association

International Association of Business Communicators
Minnesota Public Relations Blog
Toastmasters International

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.