

MASS COMMUNICATIONS: PUBLIC RELATIONS

What can I do with this degree?

| AREAS | EMPLOYERS | PREPARATION |
|---|---|---|
| Issues Management Counseling Employee or Member Relations Media Relations Research | Public relations firms: (Representing various private and public organizations and institutions, individuals, and events.) PR departments in large corporations | <ul style="list-style-type: none"> ❖ 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. |
| Reporting Advertising Sales Writing and Editing | Newspapers Online news providers Television Radio | <ul style="list-style-type: none"> ❖ 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. |
| Government Relations Risk and Crisis Communication Campaign Marketing and Fundraising World Affairs and Diplomacy Media Relations | Government agencies (local, state,& federal) Chambers of commerce and tourism councils foreign embassies Campaign committees, coalitions, initiatives, and networks | <ul style="list-style-type: none"> ❖ 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. |
| 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. | Public and private corporations Consulting firms Marketing companies Internet marketers Sport and athletic organizations Retail stores | <ul style="list-style-type: none"> ❖ 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. |

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| Public Relations Fundraising Promotion Event Planning Service Marketing Advertising Sales Administration Community Affairs | 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 | <ul style="list-style-type: none"> ❖ 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. |
| STRATEGIES | | LINKS |
| <ul style="list-style-type: none"> • 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. | | <ul style="list-style-type: none"> <u>Absolutely Public Relations</u> <u>Automotive Public Relations Council</u> <u>Communications Roundtable</u> <u>Council of Communications Management</u> <u>Council of Public Relations Firms</u> <u>Institute for Public Relations</u> <u>International Association of Business Communicators</u> <u>National Investor Relations Institute</u> <u>Public Relations Society of America</u> <u>PR Week</u> |