



XAVIER UNIVERSITY CAREER SERVICES CENTER

Conaton Learning Commons, Room 530 | 513-745-3141 | xavier.edu/career

CAREER OPPORTUNITIES FOR PUBLIC RELATIONS MAJORS

SKILLS & ABILITIES OF THE PUBLIC RELATIONS MAJOR

Knowledge

- Communication and Media
- Sales and Marketing
- Customer and Personal Service
- Computers and Electronics
- Administration / Clerical

Skills

- Public Speaking
- Active Listening
- Social Perceptiveness
- Critical Thinking
- Problem Sensitivity
- Service Orientation
- Coordination
- Time Management
- Complex Problem Solving
- Judgment and Decision-Making

Abilities

- Oral Comprehension (Listen / Understand)
- Oral Expression (Talk)
- Written Expression / Comprehension
- Speech Clarity
- Speech Recognition
- Deductive Reasoning– Apply general rules to specific problems
- Close Attention to Detail
- Inductive Reasoning– Utilize specific details to form general rules
- Problem Sensitivity
- Networking– Form strong interpersonal relationships
- Obtain Updated Information

**Partially taken from O*NET OnLine*

POTENTIAL CAREERS

Public Relations Occupations

- Account Executive
- Public Affairs Specialist
- Public Relations Specialist
- Public Information Officer
- Communications Director
- Communications Specialist
- Public Information Specialist
- Public Relations Coordinator
- Corporate Communications Specialist
- Marketing Director

Related Occupations- (Transferrable Skills)

- Wholesale and Retail Buyers
- Market Research Analyst
- Advertising Sales Agent
- Sales Representative: Technical Products
- Sales Representative: Scientific Products
- Demonstrator
- Product Promoter
- Real Estate Sales Agent
- New Analysts and Reporters
- Lawyers
- Survey Researchers

**Partially taken from O*NET OnLine*

**Provided by the Occupational Outlook Handbook*

TYPES OF EMPLOYERS

- Corporate Enterprises
 - Labor Organizations
 - Political Organizations
 - Federal Government
 - Local Government
 - Advertising Agencies
 - New Networks
 - Colleges & Universities
 - Professional Schools
 - Public Relation Firms
 - Interest Groups
- *Provided by the Occupational Outlook Handbook*
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PUBLIC RELATIONS RELATED TASKS

- Respond to requests for information from the media or designate another appropriate spokesperson or information source.
- Study the objectives, promotional policies and needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products and services.
- Plan and direct development and communication of informational programs to maintain favorable public and stockholder perceptions of an organization's accomplishments and agenda.
- Establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups.
- Prepare or edit organizational publications for internal and external audiences, including employee newsletters and stockholders' reports.
- Coach client representatives in effective communication with the public and with employees.
- Confer with production and support personnel to produce advertisements and promotions.
- Arrange public appearances and exhibits for clients to increase product and service awareness
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

** Partially taken from O*Net OnLine*

EARNINGS FOR PUBLIC RELATIONS SPECIALISTS

Median annual wages for salaried public relations specialists were \$51,280 in May 2008. The middle 50 percent earned between \$38,400 and \$71,670; the lowest 10 percent earned less than \$30,140, and the top 10 percent earned more than \$97,910. Median annual wages in the industries employing the largest numbers of public relations specialists in May 2008 were:

Management of companies and enterprises- \$55,530
Professional, labor, and political organizations- \$55,460
Advertising, public relations, and related services- \$55, 290
Local Government- \$51,340
Colleges and universities- \$46,660

**Provided by the Bureau of Labor Statistics (2010-11)*

ADDITIONAL PUBLIC RELATIONS RESOURCES

- Public Relations Student Society of America (PRSSA), www.prssa.org
 - Public Relations Society of America (PRSA), www.prsa.org
 - Public Affairs Council, www.pac.org
 - Source Watch: Public Relations Organizations, http://www.sourcewatch.org/index.php?title=Public_relations_associations
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RELATED BOOKS IN THE CAREER RESOURCE LIBRARY (CLC 530)

- *Career Perspectives in Electronic Media*
- *Careers in Advertising*
- *Vault's Career Guide to Media and Entertainment, 2nd Edition*
- *How to Get a Job in Television*
- *Careers for Writers and Others Who Have a Way With Words*
- *The Internship Series: The Media Internship Book 2010*