



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 and Social Media
- Administration / Clerical

Skills & Abilities

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

- Judgment and Decision-Making
- 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

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 Researcher

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

EARNINGS

Median annual wages for salaried public relations specialists were \$55,680 in 2014. The middle 50 percent earned between \$38,400 and \$71,670; the lowest 10 percent earned less than \$31,190, and the top 10 percent earned more than \$105,720. 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

ACTIVITIES ON THE JOB

- 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.
- Coach client representatives in effective communication with the public and with employees.
- Confer with production and support personnel to produce or coordinate production of advertisements and promotions.
- Confer with other managers to identify trends and key group interests and concerns or to provide advice on business decisions.
- Arrange public appearances, lectures, contests, or exhibits for clients to increase product and service awareness and to promote goodwill.
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

ADDITIONAL 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

Sources: *O*Net and Occupational Outlook Handbook*