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- (Transferable 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

Sources: O*Net and Occupational Outlook Handbook