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

*Provided by the Occupational Outlook Handbook
*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

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

*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

*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

RELATED BOOKS IN THE CAREER RESOURCE LIBRARY (CLC 530)

- Career Perspectives in Electronic Media
- Careers in Advertising
- 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