

what can I do with a degree in...

# public relations



## OCCUPATIONAL TITLES

- Advertising Manager
- Marketing Manager
- Promotions Manager
- Public Relations Manager
- Sales Manager
- Account Executive
- Creative Director
- Media Director
- Copy Chief
- Art Director
- Product Promoter
- Public Relations Specialist
- Economist
- Market and Survey Researcher
- Writer and Editor
- Demonstrator
- News Analyst
- Reporter
- Correspondent

## EMPLOYMENT SETTINGS

- Advertising agencies
- Government agencies
- In-house PR departments or firms
- College & universities
- Retail stores
- Nonprofit organizations
- Publishing companies
- National radio/TV networks
- Trade books/magazines
- State/regional networks
- Paperbacks
- Trade associations
- Educational and professional companies
- Public relations firms
- Religious institutions
- Consumer magazines
- Human resources departments
- Newspapers
- Marketing firms or departments
- Meeting planning Organizations
- Labor unions

## TYPICAL WORK ACTIVITIES

- Editing
- Creating artwork
- Decorating, designing
- Teaching, Explaining
- Helping
- Selecting and training
- Working with the media
- Researching
- Publishing
- Managing
- Scheduling
- Communicating
- Proofreading
- Writing
- Advertising/selling
- Solving problems
- Working independently
- Enlightening, guiding
- Informing, organizing
- Illustrating
- Planning
- Composing
- Informing
- Leading discussions

## SKILLS & ABILITIES

- Reading
- Editing
- Summarizing
- Writing vividly
- Love of literature
- Composing
- Translating
- Reporting accurately
- Promotional writing
- Proofreading
- Linguistics
- Publicity writing
- Conceptual ability
- Good judgment
- Synthesizing perceptions
- Applying theory
- Showing foresight
- Form perceptions
- Creativity
- Reading graphs
- Innovating
- Experimenting with ideas
- Integrating ideas
- Simplifying ideas
- Working with self-direction
- Generating ideas
- Explaining concepts
- Speech writing
- Expressing self
- Writing with humor
- Quick thinking
- Imaging
- Seeing connections
- Spatial memory
- Perception

## RESOURCES AND INTERNET SITES

- PR Week Jobs: [www.prweekjobs.com](http://www.prweekjobs.com)  
PR Job Resources: [www.online-pr.com/prjobs.htm](http://www.online-pr.com/prjobs.htm)  
Institute for Public Relations: [www.instituteforpr.com](http://www.instituteforpr.com)  
Council of Public Relations Firms: [www.prfirms.org](http://www.prfirms.org)  
Public Relations Society of America: [www.prsa.org](http://www.prsa.org)  
Women Executive in Public Relations: [www.wepr.co.uk](http://www.wepr.co.uk)  
PR Info: <http://www.collegegrad.com/career/careerinpublicrelations.shtml>



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