

# what can I do with a degree in... Sustainability

Living Green



## OCCUPATIONAL TITLES

- Advertising Manager
- Marketing Manager
- Promotions Manager
- Public Relations Manager
- Sales Manager
- Creative Director
- Media Director
- Art Director
- Product Promoter
- Public Relations Specialist
- Market and Survey Researcher
- Demonstrator

## EMPLOYMENT SETTINGS

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

## TYPICAL WORK ACTIVITIES

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

## SKILLS & ABILITIES

- Reading
- Summarizing
- Discover and examine
- Promotional writing
- 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
- Quick thinking
- Imaging
- Seeing connections
- Spatial memory
- Perception
- Forecasting
- Relate to abstract ideas
- Visualizing shapes
- Conceiving, developing, generating ideas

## RESOURCES AND INTERNET SITES

- <https://www.iusb.edu/csfuture>
- <http://www.newhaven.edu/news-events/89709/>
- <http://www.michianagreenpages.org/>
- <http://www.naturalstep.org/>
- <http://sholo.org/>
- <http://www.epa.gov/Sustainability/>
- <http://www.donellameadows.org/>
- <http://www.greatgreencareers.com/>
- PR Week Jobs: [careers.prweekus.com](http://careers.prweekus.com)

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