ABOUT A DEGREE IN PUBLIC RELATIONS
A degree in Public Relations opens up many career paths for students, including planning strategic public relations campaigns, organizing fundraising events, publicizing an actor’s latest movie, promoting a political candidate’s platform or creating community outreach programs for large corporations or nonprofit organizations. Public Relations professionals may also be responsible for writing and designing newsletters and other publications for corporate or nonprofit organizations.

RELATED SKILLS
Create powerful images with sight, sound, motion and words
Ability to write clearly
Write press releases, scripts, or other promotional materials
Effective speaking
Present specific viewpoints
Influential/persuasion skills
Synthesizing information
Interpretation skills
Create entertaining and persuasive messages
Reporting and editing skills
Demonstrate creativity and artistic expression
Define hypotheses
Evaluate ideas and presentations
Gather information and data
Compare and contrast evidence
Evaluate information and sources
Critical thinking skills
Planning and managing skills
Work with deadlines
Work independently
Attention to details

HIRING INSTITUTIONS
Higher Education
Hospitals
Community Organizations
Government Agencies
Market Research Firms
Public Relations Firms

Foreign Service Manufacturers
Media and Promotions
Consulting Agencies
Labor Unions
Government
Trade Associations