This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Public Relations
This program is designed to train students as analysts, creative thinkers, writers, planners and policy makers in public relations. The field of public relations can best be understood as a way of communicating the value, services, product or mission of an organization to the public as well as getting feedback from the public. In fact, public relations are a comprehensive communication effort and seven broad areas have been defined. These include: special events planning, media relations, public speaking, fundraising, programming, research, and writing/editing. Career opportunities in public relations include entry-level positions in marketing communications, corporate relations, public opinion research, nonprofit and education fundraising, political campaigning and trade association lobbying.

Researching Job Titles and Careers
O*NET http://online.onetcenter.org (click on Find Occupations)
Occupational Outlook Handbook http://www.bls.gov/oco (type in general term for career of interest)
Georgia Career Information Center http://www.gcic.peachnet.edu (accessible only on campus computers)
Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the “Resources” tab and select “Online Resources”)
Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

Possible Job Titles
<table>
<thead>
<tr>
<th>Account Executive</th>
<th>Graphic Designer</th>
<th>Promotion Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Manager</td>
<td>Group Fashion Assistant</td>
<td>Public Relations Coordinator</td>
</tr>
<tr>
<td>Alumni Relations Officer</td>
<td>Human Resources Recruiter</td>
<td>Publications Designer</td>
</tr>
<tr>
<td>Blogger</td>
<td>Illustrator</td>
<td>Regional and Tour Publicist</td>
</tr>
<tr>
<td>Chief of Staff</td>
<td>Inside Sales Representative</td>
<td>Reporter</td>
</tr>
<tr>
<td>Communications Specialist</td>
<td>Legislative Aide</td>
<td>Sales Coordinator</td>
</tr>
<tr>
<td>Community Relations</td>
<td>Lobbying Organizer</td>
<td>Social Media Supervisor</td>
</tr>
<tr>
<td>Copy Editor/Writer</td>
<td>Management Trainee</td>
<td>Social Research Analyst</td>
</tr>
<tr>
<td>Corporate Designer</td>
<td>Market Research Interviewer</td>
<td>Sports Information Director</td>
</tr>
<tr>
<td>Digital Media Specialist</td>
<td>Media Relations Coordinator</td>
<td>Teacher</td>
</tr>
<tr>
<td>Editor/Page Designer</td>
<td>Online Marketing Associate</td>
<td>Typeface Designer</td>
</tr>
<tr>
<td>Event Planner</td>
<td>Project Manager</td>
<td>Web Designer</td>
</tr>
</tbody>
</table>

Possible Employers
<table>
<thead>
<tr>
<th>360 Media</th>
<th>Engage</th>
<th>MSL Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>A&amp;E Television Networks</td>
<td>Entertainment Weekly</td>
<td>Nature Conservancy, The</td>
</tr>
<tr>
<td>American Cancer Society</td>
<td>ExpressJet Airlines</td>
<td>NBC Universal, Inc.</td>
</tr>
<tr>
<td>Auto Trader</td>
<td>FleishmanHillard</td>
<td>Office Depot Inc.</td>
</tr>
<tr>
<td>Bank of America</td>
<td>Fox Family Worldwide</td>
<td>PGA Tour</td>
</tr>
<tr>
<td>Brooksource</td>
<td>GCI Group</td>
<td>Porter Novelli</td>
</tr>
<tr>
<td>Business Insider</td>
<td>Goldman Sachs</td>
<td>RJ Reynolds</td>
</tr>
<tr>
<td>Caren West PR</td>
<td>Hilton Head Health</td>
<td>Teach for America</td>
</tr>
<tr>
<td>Chick-fil-A</td>
<td>Iconix Brand Group</td>
<td>The Times</td>
</tr>
<tr>
<td>Children’s Healthcare of Atlanta</td>
<td>Jackson Spalding</td>
<td>The Titan Network</td>
</tr>
<tr>
<td>Coca Cola Company, The</td>
<td>Jacksonville Chamber of Commerce</td>
<td>Turner Broadcasting Sales Inc.</td>
</tr>
<tr>
<td>Cookery PR</td>
<td>KPMG US</td>
<td>UPS</td>
</tr>
<tr>
<td>Delta Airlines, Inc.</td>
<td>LaForce + Stevens</td>
<td>Verizon Communications</td>
</tr>
<tr>
<td>Dodge Communications</td>
<td>Lockheed Martin</td>
<td>WPXA TV, Channel 14</td>
</tr>
<tr>
<td>Edelman</td>
<td>Macy’s, Inc.</td>
<td></td>
</tr>
</tbody>
</table>

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.
Campus Resources
Ad Club- www.uga.edu/adclub
American Marketing Association- http://amauga.org/
Association for Women in Sports Media at the University of Georgia, The- https://www.facebook.com/AWSMatUGA
Creative Consultants- http://ugacreativeconsultants.com/
Creative Writing Club- https://www.facebook.com/groups/156839921079028/
Critical Media Studies- https://www.facebook.com/UGACultureClub
International Association of Business Communicators- http://ugaibc.com
Magazine Club – UGAzine- https://twitter.com/ugamagazineclub
Online News Association / Society of Professional Journalists at UGA - https://www.facebook.com/ONASPJPandora
Public Relations Student Society of America- http://ugaprssa.org/
The Red and Black- http://www.redandblack.com/
Women in Sports and Events (WISE)- http://wiseworks.org/

To find additional clubs and organizations, go to the Center for Student Organizations at- http://stuorgs.uga.edu/find/index.html
Connect with your Career Consultant http://career.uga.edu/contact#careerconsultants

Employment Websites

GENERAL:
CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)
DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)
GoinGlobal (To access GoinGlobal, login to your DAWGlink account)
Idealist www.idealista.org/ (nonprofit jobs)
USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:
Brand Republic http://www.brandrepublic.com/
Council of Public Relations Firms http://prfirms.org/
CreativePool http://creativepool.com/
Digital Media Jobs Network http://www.digitalmediajobsnetwork.com/jobs/index.cfm
Entertainment Careers http://www.entrainmentcareers.net/jcat.asp?jcat=120
Internship King http://www.internshipking.com/
J-Jobs- http://www.journalism.berkeley.edu/jobs/
Journalism Jobs http://www.journalismjobs.com
Marketing Hire http://www.marketinghire.com/
Marketing Research Association http://www.marketingresearch.org/
Media Bistro http://www.mediabistro.com/
National Association of Black Journalists http://www.nabj.org/
Nation Job http://www.nationjob.com/media
O'Dwyer's PR Services Report http://www.odwyerpr.com/
PR NewsWire http://www.prnewswire.com/
PRSA/Georgia Chapter http://www.prsa.georgia.org/
PRSA JobCenter http://www.prsa.org/jobcenter/
PRSA Silicon Valley http://www.prsasiliconvalley.org/
PR Week Magazine http://www.prweek.com/
Public Relations Society of America (PRSA National) http://www.prsa.org/
Society of Professional Journalists http://www.spj.org/
Talent Zoo http://www.talentzoo.com/
T. Howard Foundation – Diversity in the Media http://www.t-howard.org/
Turner Broadcasting System http://www.turner.com/
Workinpr.com http://www.cipr.co.uk/content/careers-cpd/careers-pr/working-pr

Professional Information Resources
Online News Association- http://journalists.org/
Public Relations Society of America (PRSA National)- http://www.prsa.org/
Public Relations Student Society of America- http://www.prssa.org/
Women in Sports and Events (WISE)- http://wiseworks.org/
LinkedIn Groups to join:
Advertising and PR at UGA Grady College
Internships and Interns
PRSSA
Public Relations Society of America (PRSA National)
University of Georgia Alumni Association Group (UGA)
University of Georgia Grady College of Journalism and Mass Communication Alumni

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

Knowledge/Skills Needed in Public Relations
- Strengthen verbal communication skills by taking speech communication courses and engaging in public speaking opportunities.
- Enhance writing skills through additional coursework or by writing for a publication such as The Red & Black.
- Obtain part-time, summer job, internship, or volunteer experience within an area of interest. Public relations is a competitive field and related experience is essential to break into the industry.
- Learn to work well with teams.
- Get a summer job or internship with a public relations firm, newspaper, TV or radio station.
- Develop strong computer skills and learn applications related to web page design.
- Gain persuasion skills through sales and learn how to sell your ideas.
- Gain experience with social media marketing using platforms such as Facebook, Twitter, and Instagram. Become proficient in social media analytics by using HootSuite.
- More students are becoming proficient in online advertising services such as Google AdWords.
- Develop the ability to work under the pressure of deadlines in a fast-paced environment.
- Students interested in the accounts and management side of PR should consider taking at least one course in marketing, business management, accounting, and/or finance. Try to become proficient in Excel before you graduate.
- Consider enrolling in New Media Certificate courses to gain understanding and proficiency in digital media such as the Internet, websites, computer multimedia, and social media. For more information, visit http://mynmi.net/certificate/.
- Create a portfolio of writing samples, PR campaigns, marketing strategies, and ideas. Making an online portfolio is a good way to market your skills for job opportunities by using websites such as www.issuu.com/, http://paper.li/, https://www.strikingly.com/, and http://wordpress.com.

Campus Involvement, Domestic Field Study and Study Abroad Opportunities
- Join Public Relations Student Society of America (PRSSA) and/or International Association of Business Communicators (IABC).
- Participate in Creative Consultants, a student-run PR firm or Talking Dog Advertising, a student-run full service advertising agency.
- Join the American Marketing Association at UGA to gain knowledge in marketing strategies and research. Also, you will gain practical experience in applying social and digital marketing techniques with local and national businesses.
- Students interested in pursuing careers in the creative industry are encouraged to enroll in Summer at the Circus, a partnership between Grady College and Creative Circus in Atlanta http://www.summeratthecircus.com/. Creative Circus is one of the top portfolio schools in the country, offering programs in Art Direction, Copywriting, Design, Image, Interactive Design and several other areas. Find more information at http://www.creativecircus.edu/.
- Participate in the UGA Global Advertising and PR Program in China, and learn about brand communication http://china-studyabroad.uga.edu/.
- Consider attending the Cannes Lions International Festival of Creativity which allows students to witness thousands of ads from around the world being showcased and judged. This opportunity also allows students to network with producers, directors, and actors who have starred in motion pictures http://canneslions-studyabroad.uga.edu/.

Additional Internship/Job Search Tips
- For additional information on internships and job opportunities, please look out for emails sent every Monday on the Grady Career Services Update listserv. If you are not on that listserv, please email Cecil Bentley at cbentley@uga.edu or call or (706) 542-4993.
- If you’re interested in working or interning for a specific company, please visit that company’s website. Job and internship opportunities are usually listed under the “Careers” tab. For a complete list of advertising agencies and PR firms, visit http://grady.uga.edu/AdPR/agencies.