

What can I do with a major in “Public Relations”?

The University of Georgia Career Center
Clark Howell Hall, 706-542-3375, www.career.uga.edu
Public Relations, 706-542-4791, www.grady.uga.edu



This information describes typical occupations and employment settings associated with this major. Understand 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 use, public speaking, fundraising, programming, research, and writing/editing. Career opportunities in public relations include entry-level positions in corporate relations, public opinion research, nonprofit and education fundraising, political campaigning and trade association lobbying.

Research Careers

O*NET <http://online.onetcenter.org> (Click on Find Occupations)

Georgia Career Information Center <http://www.gcic.peachnet.edu> (Accessible only on campus computers)

Occupational Outlook Handbook <http://www.bls.gov/oco> (Type in general term for career of interest)

Alberta Occupational Profiles www.alis.gov.ab.ca/occinfo/frameset.asp (Click on Occupational Title Search)

*Please visit the Career Center Library or your Career Consultant for more information or assistance.

Possible Job Titles of Public Relations Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

Account Manager	Graphic Designer	Promotion Coordinator
Advertising Manager	Human Resources Recruiter	Public Relations Assistant
Alumni Relations	Illustrator	Publications Designer
Broadcaster	Inside Sales Representative	Reporter
Chief of Staff	Legislative Aide	Sales Coordinator
Communications Specialist	Lobbying Organizer	Sports Information Director
Community Relations	Market Researcher	Teacher
Copy Editor/Writer	Marketing Assistant	Typeface Designer
Corporate Designer	Media Relations Coordinator	Web Designer
Event Coordinator	Package Designer	

Possible Employers of Public Relations Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

360 Inc.*	Fox Family Worldwide*	PGA Tour*
American Cancer Society*	Hill & Knowlton Inc.*	RJ Reynolds*
Center for Disease Control and Prevention*	Jacksonville Chamber of Commerce*	The Population Institute*
Children's Healthcare of Atlanta*	Lockheed Martin*	The Titan Network*
Cookerly PR*	Marina Maher Communications*	Turner Broadcasting Sales Inc.*
GCI Group*	Nature Conservancy, The*	Verizon Communications*
Gwinnett Civic Center*	Office Depot Inc.*	WPXA TV, Channel 14*
Entertainment Weekly*	Oklahoma Quarter Horse*	

Career Center Library Resources

Careers in Communications by S. Noronha

Career Opportunities in Advertising and Public Relations by S. Field

Opportunities in Event Planning by B. Camenson

Campus Resources

Creative Consultants - <http://www.ugacreativeconsultants.com/>

International Association of Business Communicators - <http://ugaiabc.com/>

Magazine Club ; UGAzineAd Club - <http://adclub.uga.edu/>

National Association of Black Journalists - www.uga.edu/~nabj

Public Relations Student Society of America - <http://www.ugaprssa.org/>

Society of Professional Journalists - www.spj.org

Employment Websites

Council of PR Firms- www.prfirms.org

Marketing Hire- marketinghire.com/

Public Relations Society of America homepage- www.prsa.org

PR Week Magazine- www.prweek.com

O'Dwyer's PR Daily- www.odwyerpr.com

PRSA/Georgia Chapter – www.prsageorgia.org