

# 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](http://www.career.uga.edu)

Grady College, Advertising/Public Relations, 706.542.4791, <http://grady.uga.edu/AdPR>



*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](http://career.uga.edu/resources/online_resources) (Under the “Resources” tab and select “Online Resources”)

**Candid Career** [http://career.uga.edu/resources/online\\_resources](http://career.uga.edu/resources/online_resources) (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

### Possible Job Titles

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

### Possible Employers

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

*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/](http://www.career.uga.edu/gradsurveyresults/) and search for alumni on Linked In at [www.linkedin.com](http://www.linkedin.com).*

## Campus Resources

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**Ad Club-** [www.uga.edu/adclub](http://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://ugaiabc.com>

**Magazine Club – UGAzine-** <https://twitter.com/ugamagazineclub>

**National Association of Black Journalists – UGA Chapter-** <http://nabj.uga.edu>

**Online News Association / Society of Professional Journalists at UGA -** <https://www.facebook.com/ONASPJPandora>

**Professional Entertainment & Sports Association, The – PESA-** <http://pesauga.com>

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

**Talking Dog Advertising-** <http://talkingdogadvertising.wordpress.com/>

**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

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### GENERAL:

**CareerSearch** [http://career.uga.edu/resources/online\\_resources](http://career.uga.edu/resources/online_resources) (Research employers by location and/or industry)

**DAWGlink** [www.career.uga.edu/](http://www.career.uga.edu/) (login with your UGA MyID and password)

**GoinGlobal** (To access GoinGlobal, login to your DAWGlink account)

**Idealist** [www.idealist.org/](http://www.idealist.org/) (nonprofit jobs)

**USAJobs** [www.usajobs.gov/](http://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.entertainmentcareers.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.prsageorgia.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

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**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.issue.com/](http://www.issue.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](mailto: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>.
- For information about job salary, company reviews, and job openings, visit <http://www.internshipking.com/>, <http://www.glassdoor.com/index.htm> and <http://www.careerbliss.com/>.
- For a general job search, visit [www.indeed.com](http://www.indeed.com), [www.monster.com](http://www.monster.com), and [www.simplyhired.com](http://www.simplyhired.com).