# PUBLIC RELATIONS

## What can I do with this degree?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>ACCOUNT MANAGEMENT</strong></td>
<td>Public relations firms (Representing various private and public organizations and institutions, individuals, and events.) PR departments in large corporations</td>
<td><strong>Strengthen verbal communication skills by taking speech communication courses.</strong> <strong>Enhance writing skills through additional coursework in business and marketing.</strong> <strong>Acquire an internship with a PR firm.</strong> <strong>Be prepared to start at the bottom and work up to higher positions.</strong> <strong>Consider a master’s degree in PR for higher level positions, especially at the executive level.</strong> <strong>Learn to work well with teams.</strong></td>
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<td>Issues Management</td>
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<td>Counseling</td>
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<td>Employee or Member Relations</td>
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<td>Media Relations</td>
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<td>Research</td>
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<td><strong>MEDIA</strong></td>
<td>Newspapers Online news providers Television Radio</td>
<td><strong>Develop the ability to work under the pressure of deadlines in a fast-paced environment.</strong> <strong>Get a summer job or internship with a newspaper, TV or radio station.</strong> <strong>Work with college newspaper staff or radio station.</strong> <strong>Develop strong computer skills and learn applications related to web page design.</strong> <strong>Obtain experience in the area of sales.</strong> <strong>Get involved with national and campus professional associations.</strong></td>
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<td>Reporting</td>
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<td>Advertising Sales</td>
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<td>Writing and Editing</td>
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<td><strong>PUBLIC AFFAIRS</strong></td>
<td>Government agencies (local, state, &amp; federal) Chambers of commerce and tourism councils foreign embassies Campaign committees, coalitions, initiatives, and networks</td>
<td><strong>Secure federal internships in a field of interest.</strong> <strong>Develop strong research and writing skills.</strong> <strong>Get experience with student government or political campaigns.</strong> <strong>Consider graduate prgrams in Public Policy/Affairs.</strong> <strong>Develop foreign language skills.</strong> <strong>Enhance language skills and cultural understanding through study abroad programs.</strong> <strong>Gain experience by volunteering with organizations that provide assistance to various cultural groups.</strong></td>
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<td>Government Relations</td>
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<td>Risk and Crisis Communication</td>
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<td>Campaign Marketing and Fundraising</td>
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<td>World Affairs and Diplomacy</td>
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### AREAS

#### BUSINESS AND INDUSTRY
- Advertising Sales
- Sales
- Training and Development
- Human Resources
- Customer Service
- Management
- Direct Marketing
  - Direct marketers work with the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax.

#### NON-PROFIT AND EDUCATION
- Public Relations
- Fundraising
- Promotion
- Event Planning
- Service Marketing
- Advertising Sales
- Administration
- Community Affairs
- Museums
- Charities and foundations (i.e. within the areas of environment, arts, multicultural initiatives, religion, and health)
- Hospitals and healthcare providers
- Colleges and universities
- Social service agencies
- Nonprofit organizations
- Professional associations

### EMPLOYERS

- Public and private corporations
- Consulting firms
- Marketing companies
- Internet marketers
- Sport and athletic organizations
- Retail stores

### STRATEGIES

- Take general business and computer courses.
- Consider earning a graduate degree in business.
- Gain experience in organizational development or marketing.
- Become current with business and industry literature and news.
- Obtain sales and marketing experience.
- Work within college sports administration and marketing.

### GENERAL INFORMATION

- Develop excellent communication skills, verbal and written.
- Demonstrate enthusiasm and energy for the field.
- 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.
- Be prepared to start at the bottom and work up to positions of greater responsibility. Expect to complete administrative tasks in entry-level jobs.
- Participate in co-curricular activities and related organizations to develop skills. Join on-campus and national professional associations related to public relations.
- Obtain additional or advanced degrees to enhance knowledge of specific area of interests. For instance, a Master's degree in Public Policy (MPP) will increase employability in government and non-profit agencies.
- Take PR campaign class seriously as it is a good learning experience.

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Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2005)

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