

## Career Information for Mass Communications-Public Relations

A College of Fine Arts and Humanities Major

### **General Overview Information**

The public relations program is the strategic management of communication and relationships between organizations and their key publics or controlling how organizations and their products or services are perceived by the public. Students learn how to write press releases and how to handle media attention on your client's behalf. Students also learn the written, verbal, and visual elements that go into effective public relations.

### **Do You Have These Characteristics?**

Creativity · Initiative · Good Judgment · Ability to Function as a Team · Self-Confidence  
Ability to Express Thoughts Clearly & Simply · Excellent Oral/Written Communication Skills  
Decision Making Skills · Problem Solving Skills · Outgoing Personality

### **Salary Information Can Be Found At:**

[www.bls.gov/bls/blswage.htm](http://www.bls.gov/bls/blswage.htm)

[www.iseek.org](http://www.iseek.org)

[www.stcloudstate.edu/careerservices](http://www.stcloudstate.edu/careerservices)

### **What Can You Do?**

- Press Secretary
- Public Affairs Specialist
- Communications Specialist
- Public Relations Specialist
- Account Executive
- Vice-President of a Company
- Public Relations Manager
- Interest Group Representation

### **Where Can You Work?**

- Public Relations/Management Firms
- Educational Institutions
- Membership Organizations
- Health Care Organizations
- Social Service Agencies
- Advertising Agencies
- Federal, State, & Local Government
- Communications Firms
- Financial Institutions
- Non-Profit Associations
- Self-Employed

### **Resources**

- SCSU Mass Communications – <http://bulletin.stcloudstate.edu/ugb/programs/comm.asp>
  - Occupational Outlook Handbook – <http://www.bls.gov/oco/ocos086.htm>,  
<http://www.bls.gov/oco/ocos020.htm>
  - Public Relations Society of America – [www.prsa.org](http://www.prsa.org)
  - Accrediting Council on Education in Journalism & Mass Communications –  
[www.ku.edu/~acejmc/](http://www.ku.edu/~acejmc/)
  - *Career Opportunities in Television and Cable*
  - *Careers in Communications*
  - *Great Jobs for Communication Majors*
  - *Internships with America's Advertising Agencies*
  - *Media Internship Book, The*
  - *National Director of Arts Internships*
  - *National Trade and Professional Associations*
  - *Performing Arts Directory*
  - *Real Resumes for Media, Newspaper, Broadcasting & Public Affairs Jobs*
  - *Resumes for Communications Careers*
  - *Sports Marketing*
  - *The Gold Book: Directory of Advertising, Marketing & Creative Sources & Services*
  - *Top Careers for Liberal Arts Graduates*
- (Books are available at SCSU Career Services Center)