

## **What can you do with a degree in Public Relations**

Public relations is the interface between an organization and its public. Public Relations helps mediate between the two and help them mutually relate to one another. Duties of a Public Relations professional can include releasing information to the public, planning and executing activities, handling corporate affairs and giving press conferences. Because of the personal nature of the career, good communication and people skills are extremely important. Public Relations representatives also study the attitudes and behaviors of the community to help their organization understand the best way to reach their target audience.

### **Possible Careers**

Community Relations Representative  
Press Secretary  
Media Relations  
Public Speaker  
Consultant  
Officer  
Corporate Public Relations Representative  
Script Writer  
Publicity Manager  
Advertising  
Marketing Specialist  
Press Agent  
Corporate Public Affairs Specialist  
Lobbyist  
Account Executive  
Development  
Fund Raiser  
Director  
Sales Manager  
Media Analyst  
Media Planner  
Creative Director  
Audience Analyst  
News Writer  
Public Opinion Researcher  
Acting Agent  
Publicity Specialist  
Publications

Membership Recruiter  
Manager  
Governmental Relations Representative