

*What Can I do with a major in....?*

# Public Relations

## Typical Employers

- Miami Herald Newspaper
- Television stations
- WPLG Channel 10
- Radio stations
- Government agencies (local, state, & federal)
- Chambers of commerce
- Councils foreign embassies
- Campaign committees, coalitions, initiatives, and networks

## Typical Work Activities

- Reporting Advertising Sales Writing and Editing
- organizational development or marketing
- Operations Planning / Institutional Marketing
- University Spokesperson
- Publications and Promotional Material
- Media Relations
- General Advertising
- News Releases

## Occupational Titles

- Account Executive
- Airport Manager
- Bank Manager
- Business Executive
- Campaign Director
- Chamber of Commerce Director
- City Manager
- Community Services/Community Relations Director
- Consumer Advocate
- Cultural Affairs Director
- Education Administrator Field Office Manager
- Financial Manager
- Government Officer
- Hospital Administrator
- Human Resources Manager (Employee Relations)
- Investor Relations Director
- Legal Relations Director
- Legislator
- Lobbyist
- Mayor
- Mediator
- Negotiator
- Patent Office Manager
- Politician

## Professional Associations

- American Association of Political [www.theaapc.org](http://www.theaapc.org)
- Women's Executive Public Relations [www.wepr.org](http://www.wepr.org)

## Skills and Abilities

- Strengthen verbal communication skills by taking speech communication
- Enhance writing skills
- Learn to work well with teams
- Must be able to work under pressure
- Fast-paced environment
- Develop strong research and writing skills
- Develop foreign language skills
- Sales and marketing experience
- Demonstrate enthusiasm and energy for the field

## Internet Sites

- [http://aboutpublicrelations.net/job\\_sinpr.htm](http://aboutpublicrelations.net/job_sinpr.htm)
- <http://stats.bls.gov>
- [www.prweekjobs.com](http://www.prweekjobs.com)
- [www.governmentjobs.com](http://www.governmentjobs.com)
- [http://www.nationjob.com/jobs/human\\_services/florida/](http://www.nationjob.com/jobs/human_services/florida/)



**Barry University**  
**Career Planning & Placement Services**

Career Planning and Placement Services

Landon Student Union, Room 105  
11300 NE 2nd Ave  
Miami Shores, FL 33161