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## Job Options for Those with Bachelors Degrees in Public Relations

Since public relations degrees offer recipients a concrete foundation of written, verbal, presentation, and networking skills, there are numerous possibilities for career choices for those who obtain them.

### **Lobbyist**

Because of the strong communication and people skills that PR degree recipients have, many companies, and non-for-profit organizations hire them to lobby to congress or their legislature to help encourage bills to be passed.

### **Event Planner**

A career as an **event planner** is right up the alley of someone with a PR degree. As an event planner, one will utilize his/her organizational, promotional, and networking skills to plan events and to encourage attendance. This could be for conferences, community events, entertainment events, meetings, and much more!

### **Writer**

Because many schools require that their PR degrees have strong writing foundations, many degree recipients leave with a love for the written word. Some PR firms hire people just to write their media-related work, such as PSAs, press releases, pitches, and more. However, some prefer to write articles, emails, and more for entities such as newspapers, magazines, websites, blogs, private companies, and non-profit organizations. Finally, some with a PR backgrounds prefer to be their own bosses, and do free-lance work.

### **Publicist/Promoter**

A publicist works to promote an individual, a company, an event, a concept, or basically anything else. They ensure that they get the name of the person or company out into the public through news or media coverage, articles, social events and other opportunities in the public eye. Networking and social skills are key in this field.

### **Work in a Non-profit Sector**



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Many non-profit organizations are looking for individuals with a background in **public relations** to help them to increase public awareness about their cause. This is where skills in networking, relationship building, presenting, and event coordinating come into play. While doing PR for a non-profit agency, one may be asked to speak at events, present to businesses and key-stake holders, establish relationships with other non-profit agencies, and many more duties. While work in non-profit sectors may not be as lucrative as work in a for-profit business, non-profit work allows individuals to help others, and give back to their communities.

### **Public Affairs**

As a public affairs specialist, one would most likely serve in a **government position**, working to inform the public about activity for the government branch or agency that he/she represents. This could include work for military branches, specific government employees, or government offices to name a few.

### **Other Possibilities**

Other career possibilities include: sales, marketing, advertising, fundraising, recruiting, customer relations, work as a liaison, and many more. The benefit of a degree in public relations is that nearly any job requires a firm understanding of communication and people skills, so regardless of the career path, a degree in PR makes an applicant a potential asset to any business, company, or organization.