The Public Relations Program combines traditional courses in writing and public relations theory with courses invoking critical thought about the pervasive impact of social media within the business environment. Students will not only explore the demands of the global economy but will address issues impacting the local community and the non-profit venue as a result of our experiential learning philosophy.

### Business & Industry

**Example Career Paths:** Advertising Sales | Marketing | Customer Service | Management | Insurance | Training & Development | Human Resources | Labor Relations | Writing/Editing

**Potential Employers:** Corporations | Marketing Companies | Internet Marketers | Sports Organizations | Retail Stores | Hotels | Restaurants | Hospitals & Healthcare Organizations | Financial Companies | Insurance Firms | Real Estate Companies | Print & Electronic Media | Consulting Firms

**Professional Associations:** American Advertising Federation | Society for Human Resource Management | National Association of Sales Professionals | International Association of Business Communicators

**Related Occupations:** Human Resources Specialists | Labor Relations Specialists | Management Analysts | Sales Occupations | Training & Development Specialists

### Media

**Example Career Paths:** Writing | Editing | Copywriting | Reporting | Broadcasting | Producing | Managing/Directing | Media Planning | Media Sales | Research

**Potential Employers:** Publishing Firms | Literary Agencies | Internet Sites | Radio & TV Companies | Film Industry | Newspapers | Magazines | Wire Services & Syndicates | Freelance

**Professional Associations:** News Leaders Association | News Media Alliance | National Association of Broadcasters | Association of American Publishers

**Related Occupations:** Advertising Sales Agents | Announcers & DJs | Editors | News Analysts, Reporters, & Journalists | Photographers | Producers & Directors | Writers & Authors
# Account Management

**Example Career Paths:** Media Relations | Investor Relations | Development | Marketing | Administration | Event Planning | Employee or Member Relations | Corporate Communications

**Potential Employers:** Public Relations Firms | Corporations | Public Opinion Research Firms | Sports & Entertainment Organizations | Radio & TV Companies | Hospitality & Tourism | Nonprofit Organizations | Government Agencies | Labor Unions | Consulting Firms | Freelance

**Professional Associations:** Council of Public Relations Firms | Public Relations Society of America | Public Relations Consultants Association | International Public Relations Association

**Related Occupations:** Advertising, Promotions, and Marketing Managers | Fundraisers | Management Analysts | Meeting, Convention, & Event Planners | Public Relations Specialists

# Nonprofit

**Example Career Paths:** Public Relations | Promotion | Event Planning | Service Marketing | Administration | Fundraising/Development | Program Coordination | Grant Writing | Volunteer Coordination

**Potential Employers:** Local & National Nonprofits | Professional Associations | Chambers of Commerce | Community Centers | Philanthropies & Foundations | Hospitals | Museums | Libraries | Religious Institutions | Historical Sites & Societies | Labor Unions

**Professional Associations:** Grant Professionals Association | Association of Fundraising Professionals | National Council of Nonprofits

**Related Occupations:** Fundraisers | Meeting, Convention, & Event Planners | Public Relations Specialists | Social & Community Service Managers | Technical Writers

# Higher Education

**Example Career Paths:** Research | Teaching | Administration | Fundraising/Development | University Communications/Outreach | Student Support Services

**Potential Employers:** Colleges & Universities | Technical Schools | Medical & Professional Schools

**Professional Associations:** National Communications Association | NASPA: Student Affairs Administrators in Higher Education | Association of Fundraising Professionals

**Related Occupations:** Fundraisers | Postsecondary Education Administrators | Postsecondary Teachers | Public Relations Specialists | School & Career Counselors & Advisors
Government

**Example Career Paths:** Public Affairs | Risk & Crisis Communication | Campaign Marketing & Fundraising | Media Relations | Public Information | City/Town Management | Programming | Research | Lobbying | Conflict Negotiation | Program Administration

**Potential Employers:** Federal Agencies | Local/State Governments | Political Parties | Political Action Committees | Elected Public Officials | School Districts | Lobbying Firms

**Professional Associations:** National Association of Government Communicators | Association of Government Relations Professionals | National Institute for Lobbying & Ethics

**Related Occupations:** Arbitrators, Mediators, & Conciliators | Fundraisers | Lawyers | Legislators | Public Relations Specialists | Social & Community Service Managers | Writers & Authors

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**Preparing for your Career**

- Develop excellent communication skills, both verbal and written.
- Obtain experience through part-time, summer job, internship, or volunteer opportunities within your area of interest.
- Develop specialized skills related to the area(s) you are interested in by selecting electives related to your interests or adding a minor.
- Participate in clubs & organizations to develop skills in public speaking, teamwork, leadership, event planning, and fundraising.
- Generate a portfolio of produced work from class projects, internships, and co-curricular activities.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Build a network of contacts & find an experienced mentor.

This resource was adapted from What Can I Do With My Major. For more, visit [https://web.uri.edu/career/wcidwmm/](https://web.uri.edu/career/wcidwmm/)