

Career

Paths

PUBLIC RELATIONS

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](#)

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/>

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