

CAREER ROADMAP:

Public Relations

Description of Field:

Public relations is a competitive and fast paced field which requires energy, enthusiasm, creativity and ethics. Public relations encompasses proactively and reactively shaping the reputation of businesses, individuals, and products/services through strategic communication and relationship building.

[Learn more about the history, issues/trends, and career outlook.](#)

(Must be logged into UF George Smather's Library to Access)

General Skills:

Persuasive and overall communication skills, Presentation, Salesmanship, Writing, Creativity, Strategic thinking, Event planning, Leadership, Conflict management, Research, Teamwork, Good judgement, Ability to work well under pressure and deadlines, Relationship building, Social media management

Insider Advice:

This field is highly competitive with tight deadlines and non-traditional hours. Be open to taking a lower-level position to get your foot in the door. Get prepared by being involved on campus, seeking out volunteer, networking, and internship opportunities. Brand yourself early by developing a portfolio and a robust professional social media presence.

Industries:

Aerospace & Defense, Agriculture & Environment, Education, Energy, Food & Beverage, Finance & Insurance, Government, Healthcare & Pharma, Health & Wellness, Hospitality & Tourism, Manufacturing, Non-profit and Non-governmental Organizations, Sports and Entertainment

Learn about Yourself & Career Options

Examples of Careers:

Member Relations, Employee Relations, Investor Relations, Media Relations, Consulting, Political Campaigns, Lobbying, Publications, Sales, Event Planning, Fundraising, Corporate Relations, Analyst

Sample UF Majors:

[Advertising](#), [Business](#), [English](#), [International Studies](#), [Marketing](#), [Public Relations](#), [Psychology](#), [Political Science](#)

Career Planning:

Our [Career Planning](#) staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

Build Experience

UF Organizations:

[UF PRSSA](#), [UF AD Society](#), [Hispanic Communicators Association](#)

Visit [Student Activities & Involvement](#) for Additional Opportunities

Professional Organizations:

[Public Relations Society of America](#), [American Advertising Federation](#)

Sample Local Opportunities:

[David Greenberg Communications](#), [CBR Public Relations](#), [Group 5 Advertising](#)

Prepare for Your Next Step

Sample Job Titles:

Event Planning Coordinator, Account Representative, Public Relations Assistant, Junior Marketing/PR Assistant, Customer Service, Social Media Strategist Communications/Sales/Marketing Specialist, Content Writer, Associate, Brand Representative/ Ambassador, Client Advisor, Lobbyist

Log into [Gator CareerLink](#) to search for employers hiring UF students and additional resources.

Search for Jobs and Internships:

[LinkedIn Jobs](#), [Media Bistro](#), [PR News Online](#), [PRSA](#), [Talent Zoo](#)