Public Communication

Marketable Skills

Public Communication majors develop professional skills including:

- Strong critical thinking skills
- The ability to build and maintain positive relationships with the public
- Familiarity with best practices in community, consumer, industry, government, and media relations
- Strong writing skills and experience adapting content for different audiences
- Experience facilitating conversations and presenting in front of groups
- Creative approaches to using media to influence, persuade, and inform
- Comfort working individually and as a member of a team
- Experience locating, researching, analyzing, and synthesizing complex information
- The ability to handle high-level decision-making, problem-solving, and research
- An aptitude for working in environments with tight deadlines and demanding schedules

Relevant Fields

- Advertising
- Advocacy
- Government
- Lobbying
- Media
- Nonprofit Management
- Political Campaign Management
- Private Industry / Business
- Public Relations

Sample Occupational Titles

Bachelor’s Degree:

- Account Coordinator
- Brand Management Strategist
- Community Relations Assistant
- Grant Writer / Fundraiser
- Marketing Assistant
- Market Researcher
- Public Relations Assistant

Advanced Degree:

- Corporate Communications Manager
- Corporate Spokesperson
- Director of Media Relations
- Lobbyist
- Market Researcher
- Marketing Development Director
- Public Affairs Director
Print Resources

Find these titles and additional books, periodicals, and handouts in the Career Resource Library:

- Careers in Advertising & Public Relations by WetFeet Publishers
- Jack O'Dwyer's Newsletter: The Inside News of PR and Marketing Communications (Available on the magazine rack in the Career Resource Library)
- PR Week (Available on the magazine rack in the Career Resource Library)

Online Resources

Visit these websites and others listed in our School-Specific Resources:

- Communicators & Marketers JobLine at www.cmjobline.org
- FabJobs at www.fabjob.com/publicrelations.asp
- Idealist at www.idealist.org
- Occupational Outlook Handbook at www.bls.gov/oco
- O*NET Resource Center at www.onetcenter.org
- Opportunities in Public Affairs at www.opajobs.com
- Professional Solutions, LLC at www.prstaffing.com
- PR Week Jobs at www.prweekjobs.com
- The Fry Group at www.frygroup.com/listings.php
- The Holmes Report at www.holmesreport.com

Professional Associations

The following professional associations offer career-related information and job listings:

- Council of Public Relations Firms at www.prfirms.org
- Institute for Global Communications at www.igc.org/igc/gateway/index.html
- Public Relations Society of America at www.prsa.org
- Women in Communications at www.womcom.org

Find more professional associations at American Society of Association Executives at www.asaecenter.org/Directories/AssociationSearch.cfm