

Public Relations Specialist

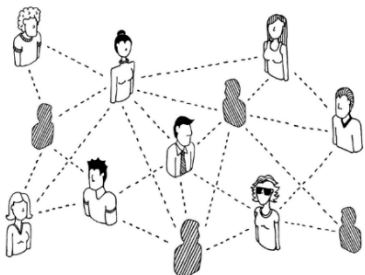
Background –

As a public relations specialist, your duty would be to plan and promote favorable relationships between the corporation and the public. Specific duties will vary depending on your organization. Generally, the position requires that you work with others to recommend, implement and maintain site programs, market materials or communicate materials to others. Duties may also include writing press releases as well as designating the appropriate spokesperson to communicate information.

What is the average salary of a Public Relations Specialist? \$58, 020*

What classes at GVSU may help me in my career? Discuss with your advisor which courses among those on this list, along with other courses not listed here, would best serve your career goals.

1. **PSY 381** – Group Dynamics
2. **PSY 360** – Social Psychology
3. **PSY 349** – Psychology Applied to Media
4. **COM 201** – Speech
5. **COM 202** – Critical Interpretations
6. **Minor in Advertising and Public Relations** – courses include Technology in Public Relations and Advertising, Fundamentals of Advertising, and Fundamentals of Public Relations
7. **Significant background knowledge in business (i.e. minor, major) may be necessary to be successful in this career**
8. **Significant background knowledge in writing mechanics may be necessary to be successful in this career**



What skills are important for a Public Relations Specialist?

Interpersonal communication, organization and time management skills are important to strive for in this field. The ability to accurately convey information to others is also key. Problem solving skills and engagement with groups of people is crucial for success, as well.

Employer Possibilities – Depends on the industry of interest. Examples include: Public Relations Specialist, Community Communications Director, Communications Coordinator, and Social Media Coordinator

*Salary - bls.gov (2016)