What Can I Do with a Major in
Public Relations and Advertising

How to use this guide
DePaul’s Career Roadmap was designed to help students and alumni navigate the career development process by describing the Career Center’s services and resources as they relate to four steps: Know Yourself, Explore and Choose Options, Gain Knowledge and Experience, and Putting it all Together. This major guide uses the same four steps to help you explore and consider the possibility of pursuing a degree in Public Relations and Advertising.

Step 1 Know Yourself: Helps you explore whether this field suits your interests, skills, and values.
Step 2 Explore and Choose Options: Provides you with information about the major and occupations related to it.
Step 3 Gain Knowledge and Experience: Teaches you how to gain relevant knowledge and experience for your occupational interest.
Step 4 Putting It All Together: Helps you embark on your job search process.

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Step 1: Know Yourself

Think about what has attracted you to Public Relations and Advertising and why it might be the right major for you. Take some time to consider your interests, skills, and values, and compare them with the information below. Keep in mind that you may not identify with everything noted below, but be conscious of whether the listed interests, skills, and values complement or run contrary to how you identify.

Interests, Skills and Values:
People who major in Public Relations & Advertising often have:

<table>
<thead>
<tr>
<th>Interests</th>
<th>Skills</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication &amp; Media</td>
<td>Oral &amp; Written Expression</td>
<td>Achievement</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>Strong interpersonal skills</td>
<td>Recognition</td>
</tr>
<tr>
<td>Gathering information and</td>
<td>Active listening/learning</td>
<td>Independence</td>
</tr>
<tr>
<td>observing</td>
<td>Social perceptiveness</td>
<td>Persistence</td>
</tr>
<tr>
<td>Investigating</td>
<td>Decisiveness</td>
<td>Personal integrity</td>
</tr>
<tr>
<td>Blogging/Social Media</td>
<td>Adaptability/flexibility</td>
<td>Competitive instinct</td>
</tr>
<tr>
<td>Radio</td>
<td>Attention to detail</td>
<td></td>
</tr>
<tr>
<td>Newspapers and Magazines</td>
<td>Assertiveness</td>
<td></td>
</tr>
<tr>
<td>Enterprising</td>
<td>Leadership</td>
<td></td>
</tr>
<tr>
<td>Desire to work in fast-</td>
<td>Multitasking</td>
<td></td>
</tr>
<tr>
<td>paced environment</td>
<td>Creativity</td>
<td></td>
</tr>
<tr>
<td>Market research</td>
<td>Problem-solving abilities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visualization</td>
<td></td>
</tr>
</tbody>
</table>

If what is listed above matches, or is related in a way to your own interests, skills and values, a degree in Public Relations & Advertising may be for you. Continue to explore this resource to learn more.

Another Look at Interests:

John Holland’s Occupational Themes
Learning about your interests will help you identify opportunities to pursue and the topics you are most naturally drawn to. John Holland developed a theory of occupational interests that described six major interest areas (learn about all six interest areas here). Of those six interest areas, Public Relations and Advertising students often identify with interests in the following categories:

Social: People interested in professions that involve helping, training, or teaching abilities and enjoy working with other people in service-oriented environments. And also value working with other people to enlighten, cure, or instruct them on areas of human growth and development.
Learn more: http://careercenter.depaul.edu/_downloads/hexagon_social.pdf

Investigative: People with investigative interests have a strong scientific, inquiring orientation. They enjoy gathering information, uncovering new facts or theories, and analyzing and interpreting data.
Learn more: http://careercenter.depaul.edu/_downloads/hexagon_investigative.pdf
Enterprising: People interested in professions that involve leading people, starting up and carrying out projects and making decisions often found in sales, management or political jobs. Enterprising occupations often require risk taking and often deal with business.
Learn more: [http://careercenter.depaul.edu/_downloads/hexagon_enterprising.pdf](http://careercenter.depaul.edu/_downloads/hexagon_enterprising.pdf)

Artistic: People with artistic interests enjoy professions involving artistic, innovative, or intuitive abilities and like to work in unstructured creative and flexible environments.
Learn more: [http://careercenter.depaul.edu/_downloads/hexagon_artistic.pdf](http://careercenter.depaul.edu/_downloads/hexagon_artistic.pdf)

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**Learn more about “Step 1: Knowing Yourself”…Check out these Career Center Workshops**

- Myers-Briggs Type Indicator (MBTI)  
- Skills and Accomplishments  
- Strong Interest Explorer

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**Step 2: Explore and Choose Options**

*Whether you have already chosen Public Relations and Advertising as a major or are still considering it among other possibilities, it is important to explore the career and academic options this major will open up for you.*

**Concentrations:**
DePaul’s Public Relations and Advertising program offers students a single flexible concentration, allowing for specialization in either public relations or advertising, or the pursuit of coursework in both. Classes in this program emphasize theory and practice, writing in both public relations and advertising, law and ethics, production, program development and implementation, critical perspectives, and special topics like contemporary trends, health public relations, and global messages.

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>This concentration prepares students to work with PR firms, trade associations, nonprofit organizations, schools, government agencies, corporations, and celebrities to promote a public image, message, or product.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>This concentration prepares students for careers in both agencies and corporate settings to create and communicate advertising strategies, develop advertising campaigns, and promote and sell products, services, and brands. Ideal for students interested in working in account management/planning, creative, and media planning/buying.</td>
</tr>
</tbody>
</table>

Learn more:
DePaul: [http://communication.depaul.edu/Programs/Undergraduate/BA_in_Public_Relation_and_Adve.asp](http://communication.depaul.edu/Programs/Undergraduate/BA_in_Public_Relation_and_Adve.asp)
Curriculum:
Please follow this link to review the curriculum for a degree in Public Relations & Advertising. Also, note the classes you will need to take.

Link to your major’s curriculum
Learn more about these classes: http://communication.depaul.edu/Programs/Undergraduate/BA__Public_Desc_.asp

Occupations:
The following list, organized by suggested concentration, offers a sampling of career paths that might appeal to Public Relations and Advertising students. It is not meant to be all inclusive or limiting, but rather is intended to provide you with a starting point for considering the possibilities.

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>Account Manager, Communications Associate*, Communications Director, Copy Writer, Creative Director, External Affairs Manager, Graphic Designer, Managing Editor, Marketing and Media Manager, Market Research Analyst, Media Director, Media Relations Specialist, Promotions Manager, Public Affairs Consultant, Public Relations Manager, Public Relations Specialist, Publicist, Recruiting Assistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Account Coordinator, Account Executive*, Advertising Manager, Advertising Sales Representative, Art Director, Assistant Broadcast Producer, Assistant Media Buyer, Associate Creative Director*, Business Development Director, Communications Assistant, Copywriter, Corporate Creative Director, Direct Advertising Copywriter, Graphic Designer, Marketing Researcher, Media Planner, Media Buyer, Planning Director*, Print Production Assistant, Research Analyst, Research Project Coordinator, Social Media Manager, Traffic Coordinator</td>
</tr>
</tbody>
</table>

* These occupations may require additional training and/or a graduate or doctoral degree. Speak with a Career Advisor to learn more.

Learn more: Source detailed descriptions of these and other occupations, including job responsibilities, educational requirements, associated interests and values, job outlook, salary data, and more using the following resources:
O*NET: http://online.onetcenter.org/
Alumni Sharing Knowledge (ASK):
Learn from DePaul alumni about how they have used their Public Relations & Advertising degree. ASK is a great way to begin building your network by connecting with these mentors.

Below is a sample of job titles reported by alumni with Public Relations and Advertising degrees:

- Account Supervisor
- Assistant Account Executive
- Communications Officer
- Human Resources Recruiter
- Lead Teacher
- Marketing Associate
- Regional Vice President of Sales, Groupon
- Special Event Coordinator, Mayor’s Office

Below is a sample of job titles reported by alumni currently working in the Public Relations and Advertising industries:

- Account Manager
- Advertising Analyst
- Assistant Account Executive
- Assistant City Administrator
- Assistant Director of Ticket Sales & Operations
- Associate Director for Communications
- Bank Manager
- CEO & Director of E-Learning Technical Specialist
- Co-Founder, Director of Marketing
- Columnist
- Communications Coordinator
- Communications Officer
- Consultant
- Dean of Students
- Deputy Public Defender
- Director, eHealth
- Director, Young Lawyers Division
- Director of Marketing
- EVP, Marketing & Brand Strategy
- Executive Board Member
- Executive Director
- Founder & CEO
- Foreign Service Specialist
- Freeland Manager, Marketing & Delivery
- Graphic Designer
- Global Search Analyst
- Global Account Manager
- Judicial Division Conference Manager
- Licensing Coordinator
- Manager of Community Relations
- Manager, Consumer Insights
- Manager, International Business Development
- Manager, Business Strategy
- Marketing and Communications Consultant
- Manager, Web Communications
- Marketing Associate
- Media Associate
- Midwest Sales Manager
- President
- Program Manager
- Realtor

Learn more about how to connect with alumni: http://ask.depaul.edu/
Online Resources:
Research more about Public Relations and Advertising:

- American Advertising Federation (AAF): http://www.aaf.org
- American Communication Association (ACA): http://www.americancomm.org
- American Federation of Television and Radio Artists: http://www.aftra.com
- American Marketing Association (AMA): http://www.marketingpower.com/Pages/default.aspx
- American Media Association (AMA): http://americanbusinessmedia.com
- American Society of Magazine Editors: http://www.magazine.org/asme/
- Association for Women in Communication: http://www.womcom.org/
- Association of National Advertisers (ANA): http://www.ana.net
- Broadcast Education Association (BEA): http://www.beaweb.org
- Business Marketers Association (BMA): http://www.marketing.org
- Chicago Advertising Federation (CAF): http://www.chicagoadfed.org/
- International Association of Business Communicators (IABC): http://www.iabc.com
- International Communication Association (ICA): http://www.icahdq.org/
- Midwest Direct Marketing Association (MDMA): http://www.mdma.org/
- National Association for Government Communicators (NAGC): http://www.nagc.com/
- National Communication Association (NCA): http://www.natcom.org/
- National Association of Broadcasters (NAB): http://www.nab.org
- National Association of Hispanic Journalists (NAHJ): http://www.nahj.org/
- Relations Society of America (PRSA): http://www.prsa.org
- Society of Technical Communication: http://www.stc.org/
- The American Society of News Editors (ASNE): http://asne.org
- The New Media Consortium (NMC): http://www.nmc.org/

Learn more about “Step 2: Explore and Choose Options”…Check out these Career Center Workshops

- Beyond Mingling: Networking Strategies
- LinkedIn & Other Social Media
- Networking Skills
Step 3: Gain Knowledge and Experience

Complementing your coursework in Public Relations and Advertising with internship, volunteer, work, and organization experiences is one of the smartest moves you can make in relation to your career development. By doing so, you will have the opportunity to apply and build upon the knowledge you are gaining in the classroom, while also developing content for your resume in preparation for future opportunities.

Internships:

Here is a sample list of internships you might consider while pursuing a degree in Public Relations and Advertising. Please note, any mentioned internship below is not restricted to its respective concentration.

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Strategy &amp; Marketing Intern, Client Services</td>
<td>Account Planning Assistant Intern, Advertising Project Coordinator Intern,</td>
</tr>
<tr>
<td>Intern, Corporate Intern, Entertainment Marketing Intern,</td>
<td>Advertising Sales Intern, Communications Intern, Copywriter Intern, Creative Design Intern, Ecommerce Merchandising Intern, Editorial and Marketing Intern, Graphic Design Intern, Marketing and Advertising Analyst Intern, Marketing and Media Relations Intern, Marketing-Managing Databases Intern, Marketing Real Estate Intern, Marketing Statistician Intern, Publishing Intern, Recruiting Research Intern, Site Content Writer Intern, Web Designer and Developer Intern, Web and Social Media Intern</td>
</tr>
<tr>
<td>Event Planning Intern, Events and Sponsorship Intern,</td>
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<tr>
<td>External Affairs Intern, Junior Account Executive Intern,</td>
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<tr>
<td>Marketing Ambassador Intern, Marketing Representative</td>
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<tr>
<td>Intern, Marketing Strategy Intern, Media Relations Intern,</td>
<td></td>
</tr>
<tr>
<td>Music Supervisor Intern, Nonprofit Foundation Development Intern, Program Production Intern, Prospect Coordinator Intern, Public Relations Intern, Public Service Intern, Publicity and Promotions Intern, Site Relations Coordinator Intern, Talent Recruiting Intern</td>
<td></td>
</tr>
</tbody>
</table>
Public Relations and Advertising Specific Resources:
- AdvertisingJobs.biz: http://www.advertisingjobs.biz
- AdvertisingJobs.us: http://www.advertisingjobs.us/
- CreativeJobsCentral.com: http://www.creativejobscentral.com/
- EntertainmentCareers.net: http://www.entertainmentcareers.net/
- MarketingCrossing.com: http://www.marketingcrossing.com/
- MarketingPrJobs.org: http://www.marketingprjobs.org/
- MediaBistro.com: http://www.medibistro.com/
- Pedestrian.tv: http://www.pedestrian.tv/jobs/

Additional Resources:
- Careerbuilder.com: http://careerbuilder.com
- Careeronestop.org: http://www.careeronestop.org
- CareerRookie.com: http://www.careerrookie.com/
- Collegegrad.com: http://www.collegegrad.com
- CollegeRecruiter.com: http://www.collegerecruiter.com
- Idealist.org: http://www.idealist.org/
- Indeed.com: http://www.indeed.com
- Internships.com: http://www.internships.com/
- SimplyHired.com: http://www.simplyhired.com/

**Student Organizations and Professional Organizations:**
To gain more knowledge and experience, as well as to network and build your resume, consider joining student and professional organizations related to Public Relations and Advertising.

<table>
<thead>
<tr>
<th>Professional Organizations</th>
<th>Student Organizations at DePaul</th>
</tr>
</thead>
<tbody>
<tr>
<td>- American Advertising Federation (AAF): <a href="http://www.aaf.org">http://www.aaf.org</a></td>
<td>- International Association of Business Communicators, DePaul Chapter (IABC)</td>
</tr>
<tr>
<td>- American Communication Association (ACA): <a href="http://www.americancomm.org">http://www.americancomm.org</a></td>
<td>- Public Relations Student Society of America (PRSSA)</td>
</tr>
<tr>
<td>- American Media Association (AMA): <a href="http://americanbusinessmedia.com">http://americanbusinessmedia.com</a></td>
<td>- DePaul Adventors, formerly the American Advertising Federation, DePaul Chapter (AAF)</td>
</tr>
<tr>
<td>- Association of National Advertisers (ANA): <a href="http://www.ana.net">http://www.ana.net</a></td>
<td>Find these and more: <a href="https://wa.is.depaul.edu/DemonDirect/demondirect.aspx">https://wa.is.depaul.edu/DemonDirect/demondirect.aspx</a></td>
</tr>
<tr>
<td>- International Association of Business Communicators (IABC): <a href="http://www.iabc.com">http://www.iabc.com</a></td>
<td></td>
</tr>
<tr>
<td>- National Association of Broadcasters (NAB):</td>
<td></td>
</tr>
</tbody>
</table>
Research and Guide Books:
Find these and more Public Relations and Advertising research and guide books at DePaul’s libraries.

- *Idea industry: How to Crack the Advertising Career Code* by Brett Robbs & Deborah Morrison
- *Career Opportunities in Advertising and Public Relations* by Shelly Field
- *Opportunities in Public Relations Careers* by Morris B. Rotman
- *How to Put Your Book Together and Get a Job in Advertising* by Maxine Paetro
- *Careers in Advertising* by WetFeet.com
- *Careers in Advertising* by S. William Pattis
- *Pick Me: Breaking into Advertising and Staying There* by Nancy Vonk & Janet Kestin
- *Start Your Own Public Relations Business: Your Step-by-Step Guide to Success* by Jacquelyn Lynn

Learn more about the library and how to borrow these books: [http://library.depaul.edu/](http://library.depaul.edu/)

Graduate and Doctoral Programs:
Learn more about DePaul’s graduate and doctoral Public Relations and Advertising programs: [http://communication.depaul.edu/Programs/Graduate/PR_MA.asp](http://communication.depaul.edu/Programs/Graduate/PR_MA.asp)

List of other University programs: [http://graduate-school.phds.org/find/programs/public-relations](http://graduate-school.phds.org/find/programs/public-relations)

Learn more about “Step 3: Gain Knowledge and Experience”…Check out these Career Center Workshops

- How to Prepare for Graduate School
- How to Work a Job & Internship Fair
- University Internship Program (UIP) Orientation
- Cooperative Education (Co-Op) Orientation
- iPrep: Find Your Dream Internship
- Navigating Student Employment
Step 4: Putting it all Together

The job search process can be challenging, but with the right tools, guidance, and persistence, success can be yours. Below are a number of resources that you are invited to take advantage of as a DePaul student and/or alumni.

Career Advisors for Communication:
If you have not already done so, set an appointment with a Career Advisor to discuss your post-graduation goals and strategies for achieving them. To set an appointment with your advisor, please call the Loop Career Center at (312) 362-8437. The Career Specialist for students in Communication is:

Michael Elias
Melia@depaul.edu

Attend Workshops:
The Career Center’s career development workshops are designed to help you build and strengthen your career-related skills so you can make well-informed decisions and prepare for your job or internship search.

The Career Center offers free workshops on over 25 topics throughout the year, including resume writing, interviewing skills, effective self-marketing techniques, networking, managing your career path and many more. Workshops facilitators have in-depth knowledge in the topics covered and allow you the opportunity to ask questions throughout each session.

Pre-register for all workshops online through DePaul.Experience.

Learn more: http://careercenter.depaul.edu/events/workshops.aspx

Prepare your Resume:
Depending on the internship or job you are applying to, consider including the following types of information on your resume:

<table>
<thead>
<tr>
<th>Entry Level Professionals</th>
<th>Experienced Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Professional Experience</td>
</tr>
<tr>
<td>Study Abroad Experience</td>
<td>Professional Affiliation</td>
</tr>
<tr>
<td>Relevant Experience</td>
<td>Awards/Recognitions</td>
</tr>
<tr>
<td>(Work and/or Internships)</td>
<td>Volunteer Work</td>
</tr>
<tr>
<td>Course Projects</td>
<td>Social Media ( Relevant</td>
</tr>
<tr>
<td>Organizations/Activities</td>
<td>Technology/Blogs)</td>
</tr>
<tr>
<td>Volunteer Work</td>
<td>Skills ( Language,</td>
</tr>
<tr>
<td>Honor/Awards</td>
<td>Computer)</td>
</tr>
<tr>
<td>Professional Associations</td>
<td></td>
</tr>
<tr>
<td>Social Media ( Relevant</td>
<td></td>
</tr>
<tr>
<td>Technology/Blogs)</td>
<td></td>
</tr>
<tr>
<td>Skills ( Language,</td>
<td></td>
</tr>
<tr>
<td>Computer)</td>
<td></td>
</tr>
</tbody>
</table>
To view resume samples and an online resume tutorial, visit:
http://careercenter.depaul.edu/resumes/default.aspx

Or meet with a Peer Career Advisor to plan, develop and/or critique your resume. Peer Career Advising is a good place for students and alumni to begin the process of career planning. The Peer Career Advisors are undergraduate and graduate students who have been carefully selected and trained by the Career Center to work with students and alumni in an advisory capacity.

**Prepare for Interviews:**
To prepare for an interview for an internship or job, the Career Center offers:

- **Alumni Sharing Knowledge (ASK) Practice Interviews** – Sign up in DePaul.Experience for a practice interview with DePaul alum. This real interview scenario will allow you to gain feedback from your practice interviewer on your interviewing strengths and areas for improvement.
- **Alumni Sharing Knowledge (ASK) Mentors** – ASK mentors are willing to meet with you individually to help you with your interviewing skills. ASK mentors are a good option to consider as they have valuable industry-specific interviewing tips.
- **Peer Career Advisors** – Meet with a Peer Career Advisor on a walk-in basis to go over the interviewing process, as well as running through a mock interview. Peer Career Advisors are a good option to consider if you need quick interviewing help.
- **Career Advisors** – Set up an appointment with your Career Advisor to go over the interviewing process, as well as running through a more advanced mock interview. Career Advisors are a good option to consider if you are seeking more job specific interviewing tips.
- **Career Center Workshops** – Register for such interviewing workshops as “Interviewing Skills” or “Advanced Interviewing Skills” in DePaul.Experience.
- **For other interviewing resources** – Please visit:
  http://careercenter.depaul.edu/resumes/interviewprep.aspx

**Salary Resources:**
- **Salary.com:** http://www.salary.com
- **Wage web:** http://www.wageweb.com
- **Indeed.com’s Salary Search:** http://www.indeed.com/salary
- **Monster.com’s Salary and Benefits Information:**
- **Vault.com’s Salaries and Compensation:** http://www.vault.com/salaries.jsp
- **Collegegrad.com’s Salary Information:** http://www.collegegrad.com/salaries/index.shtml
- **Careeronestop.org’s Salary Information:**

**Learn more about “Step 4: Putting it all Together”…Check out these Career Center Workshops**
- How to Build a Portfolio
- Negotiation Skills
- Interviewing Skills
- Job Search Strategies in a Challenging Job Market