

WHAT CAN I DO WITH A DEPAUL MAJOR IN PUBLIC RELATIONS AND ADVERTISING?

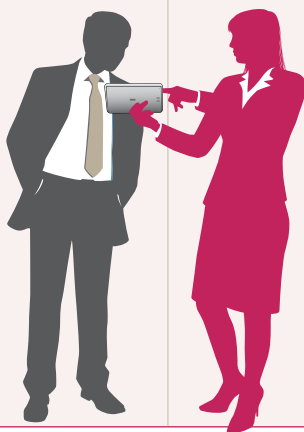


A degree in Public Relations and Advertising equips students with the ability to speak and write effectively and think critically. DePaul PRAD majors gain an understanding of theories and practices, study trends in the field, and are encouraged to consider advertising and public relations approaches, processes and effects from multiple perspectives. Based on your interests and career goals, you may choose to take



courses in either career area. Below are just a few examples of the many fields and career areas you might pursue as a PRAD major. However, keep in mind that PRAD graduates have also found success in a much wider variety of professions. To learn more about where some of DePaul University's PRAD alumni have found their success, visit ask.depaul.edu!

I CAN GO INTO... AND POSSIBLY WORK FOR... DOING THIS CAN HELP ME GET THERE...

CAREER AREA	POTENTIAL EMPLOYERS	JOB SEARCH STRATEGIES	SAMPLE EMPLOYERS WHO RECRUIT AT DEPAUL	SAMPLE POSITIONS POSTED AT DEPAUL
PUBLIC RELATIONS Students gain in-depth knowledge of PR strategies, tactics and practices, and build critical thinking and effective communication skills. Students in this major pursue careers in a wide variety of industries including social media, sports, healthcare, fashion, non-profit, event planning, politics and human resources.	<ul style="list-style-type: none"> • PR firms • Government • Corporations • Non-profit organizations • Hospitals • Schools • Restaurants • Agencies • Charitable organizations • Trade Associations 	<p>Sharpen Your Skills</p> <ul style="list-style-type: none"> • Practice writing and become familiar with AP style • Start a blog showcasing your writing and creative skills <p>Gain Experience</p> <ul style="list-style-type: none"> • Complete internships at communication firms. • Seek leadership roles in PR-related organizations such as PRSSA • Volunteer to do PR work for local/small businesses in your community • Stay current with news, recent campaigns, and PR-related events/trends • Join the college newspaper, yearbook, or other publication staff • Clean up your social media identity • Create a portfolio of published writing samples <p>Pursue a Minor</p> <ul style="list-style-type: none"> • Consider a minor in psychology, business or sociology 	<ul style="list-style-type: none"> • Edelman • Weber Shandwick • Ogilvy Public Relations • Red Frog Events • Ketchum • Golin Harris • Motion PR • MWW • Hill & Knowlton 	<ul style="list-style-type: none"> • Account Executive • Internal Communications Manager • Campaign Coordinator • Copywriter • Public Relations Specialist • Communications Specialist • Media Relations Manager • Event Coordinator



careercenter.depaul.edu

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<p>ADVERTISING</p> <p>Students interested in advertising will gain an understanding of ad agency roles and functions including media buying, account planning, brand strategy, etc.</p> 	<ul style="list-style-type: none"> • Ad Agencies • Corporations • Magazine/Newspaper Companies • Consulting Firms • Enterprises 	<p>Sharpen Your Skills</p> <ul style="list-style-type: none"> • Gain persuasion skills through sales positions • Develop strong communication, public speaking and presentation skills <p>Gain Experience</p> <ul style="list-style-type: none"> • Seek leadership roles in relevant campus organizations • Gain experience in problem solving, customer service, marketing, writing, management and sales <p>Pursue a Minor</p> <ul style="list-style-type: none"> • Consider minoring in marketing, management or statistics 	<ul style="list-style-type: none"> • BBDO • Burrell Communications • Cramer-Krasselt • DDB • Designory • Downtown Partners Chicago • FCB • Energy BBDO • Fathom Communications • GSD&M • gyro • Leo Burnett • Digitas • twoxfour 	<ul style="list-style-type: none"> • Media Planner • Digital and Social Marketing Specialist • Brand Management Specialist • Advertising Sales Agents • Media Buyer • SEO Specialist
<p>POLITICAL COMMUNICATION</p> <p>Students interested in politics can use their knowledge of public relations and advertising practices to enter the political communication industry in careers such as political consulting, public affairs, political journalism, public diplomacy, speechwriting and political advertising.</p>	<ul style="list-style-type: none"> • Intergovernmental agencies, e.g. World Bank, United Nations, etc. • National governments • Non-profit agencies • Foundations • Policy and research organizations • Government political organizations • Political agencies and departments • Academic and research institutions 	<p>Sharpen Your Skills</p> <ul style="list-style-type: none"> • Practice public speaking and presentation skills • Develop strong research and writing skills • Become familiar with crisis communications and effective problem solving • Stay updated with policy and government issues <p>Gain Experience</p> <ul style="list-style-type: none"> • Obtain internships or volunteer to gain valuable experience in areas of interest • Consider taking the Communication Law, Public Speaking, Crisis Communication and Political Communication courses <p>Pursue a Minor</p> <ul style="list-style-type: none"> • Considering minoring in American Politics, International Politics, or Public Law and Political Thought 	<ul style="list-style-type: none"> • Chicago Council on Global Affairs • Cook County Sheriff's Office • Grisko • City of Chicago • Aon • SEIU Healthcare • Pearson 	<ul style="list-style-type: none"> • Press Secretary • Campaign Manager • Journalist • Lawyer • Legislative Aide • Lobbyist • Political/Policy Analyst • Political Strategist • Speech Writer • Spokesperson