

## What can I do with my degree in...Bachelor of Public Relations?

### Knowing What's Expected

If you are an effective communicator, enjoy developing strategies as well as solving problems, and have excellent management skills, you will enjoy the options that the Bachelor of Public Relations degree affords.

Jobs in this field require the ability to perform a wide variety of communications functions.

You will be required to develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of organizations.

Familiarity with computers is also helpful, if not a requirement.

### Transferable Skills

- ❖ Excellent communication, organizational, and negotiation skills
- ❖ Initiative and ability to accept new ideas and take risks
- ❖ Ability to analyze detailed information accurately and quickly is necessary in order to make decisions

### Your Choices

A Bachelor of Public Relations opens the door to many functional areas of business. As a result, you may pursue occupations in consulting firms, corporations, associations, government, social agencies, and other organizations.

#### Careers for Public Relations Majors

- ❖ Communications Officer/Specialist
- ❖ Fundraising Consultant
- ❖ Information Officer
- ❖ Media Co-ordinator
- ❖ Media Relations Officer
- ❖ Press Secretary
- ❖ Public Affairs Officer
- ❖ Public Relations Consultant
- ❖ Publicist
- ❖ Publicity Agent

### Necessary Skills

- ❖ Continually updating specialized knowledge
- ❖ Improving interpersonal skills
- ❖ Learning business management
- ❖ Researching social trends

## What Employers Want

Contributions you make to your community reflect well on you as an individual. Employers are looking for students who are dedicated, hard working, and show a commitment to their interests.

By getting involved in on-campus societies (see-mountstudents.ca) and volunteering early, you will not only show credibility in your area of interest but also a willingness to work towards goals.

### Associations

Why join now? Professional associations are a great way to network within your field of study. Not only do these organizations help get you connected, they also help keep you well-informed. Many also have discounted student membership rates.

- ❖ Canadian Public Relations Society  
[www.cprs.ca](http://www.cprs.ca)
- ❖ International Association of Business Communicators  
[www.iabc.com](http://www.iabc.com)

## Available Reference Materials

### *What To Do With Your Degree*

- ❖ Public Relations (Refer to yellow binder)

### *Occupation Information*

- ❖ Opportunities in Public Relations Careers
- ❖ Careers for Writers & Others Who Have a Way with Words
- ❖ [www.careercruising.com](http://www.careercruising.com)

### *Directories*

- ❖ Who's Hiring
- ❖ Business Directory for the Metropolitan Halifax Chamber of Commerce
- ❖ Canadian Career Directory

## Job Searching

### *Job Hunting Websites*

- ❖ [www.msvu.ca/careerplanning](http://www.msvu.ca/careerplanning)
- ❖ Career Beacon  
[www.careerbeacon.com](http://www.careerbeacon.com)
- ❖ EmploymentCrossing  
<http://www.prcrossing.com/lcjssearchresults.php?d=1506&lqc=Canada>
- ❖ Halifax Herald  
[www.jobspress.com](http://www.jobspress.com)
- ❖ Atlantic Canada Careers  
[www.acc.net](http://www.acc.net)
- ❖ Government of Canada  
<http://jobs.gc.ca>
- ❖ Government of Nova Scotia  
[www.gov.ns.ca/psc](http://www.gov.ns.ca/psc)

### For More Information Visit:

[www.msvu.ca/careerplanning](http://www.msvu.ca/careerplanning)  
Career Planning Services  
Evaristus Hall, Room 218  
Mount Saint Vincent University  
Halifax, Nova Scotia, B3M 2J5