

Bachelor of Public Relations?



Know What's Expected

Public Relations professionals develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of organizations. With a Bachelor of Public Relations degree, employers will expect that you are an effective communicator, enjoy developing strategies as well as solving problems, and have excellent management skills. French may also be an asset in some positions.

Transferable Skills

- Analysis and interpretation of information and the ability to critically evaluate it
- Excellent communication, organizational, and negotiation skills
- Initiative and ability to accept new ideas and take risks
- Computer Literacy

What Employers Want to See

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 on-campus (for societies visit mountstudents.ca) or off-campus early in your degree, you will not only show credibility in your area of interest but also a willingness to work towards goals.

You can also build your Mount Co-Curricular Record (CCR) with these activities at msvu.ca/CCRP and present this official document to future employers.

Necessary Skills

- Strong written and verbal communications skills
- Leadership
- Researching and writing skills
- Organization
- Project Management

Where Can You Work?

A Bachelor of Public Relations opens the door to many functional areas of business. Graduates from Public Relations programs may find careers in consulting firms, corporations, associations, government, social agencies, and other organizations. Visit the Department of Communications webpage for more information.

Possible Job Titles

- Communications Officer/Specialist
- Public Relations Coordinator
- Fundraising Consultant
- Information Officer
- Media Coordinator
- Media Relations Officer
- Public Affairs Officer
- Public Relations Consultant
- Publicist/ Editor
- Events Coordinator

What Can I Do with My Degree In...

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Where Can I Volunteer?

Volunteering provides a great opportunity to get involved in your field of study and make some great connections. Here are a few options for you to consider:

- Local Non-Profit Organizations
- Local Public Relations Agencies
- Local Events
- Libraries
- Student Societies
- Students Union

Visit msvu.ca/ccrp for a list of potential volunteer organizations.

Online Job Resources

Many organizations will promote their job opportunities online. Visit the Job Search Resources page at msvu.ca/careerplanning for links to frequently used job boards.

Professional Associations

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 Communication Association
www.acc-cca.ca
- Canadian Public Relations Society
www.cprs.ca
- International Association of Business Communicators
www.iabc.com
- International Public Relations Association
www.iprs.org
- Public Affairs Association of Canada
www.publicaffairs.ca
- Women in Communications and Technology
www.wct-fct.com

MSVU Career Planning Services

At the Mount, we offer a variety of career related services, workshops, resources and opportunities for students. Whether you need help making a career decision, are looking for a job, or are wondering what you can do with your degree, we can help you plan a realistic career path and perform a successful job search.

Drop by Career Planning Services to book an appointment with a Career Counsellor, schedule a resume critique with a Career Assistant, or just explore our resources!


Career Planning Services


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www.msvu.ca/careerplanning

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