## Where do I want to work?

- Public Relations Agency
- Corporation/Private Company
- Retail Outlet or Sports Team
- College or University
- Nonprofit Organization
- Government Agency
- Campaign committee, coalition, initiative or network
- Non-Profit Organization

## What do I want to do?

- External Relations
- Internal Relations
- Media Relations
- Risk and Crisis Communication
- World Affairs and Diplomacy
- Health Communication
- Public Affairs
- Special Events
- Investor Relations
- Public Relations Writing
- Government Relations
- Health Communication
- Social Media
- Fund Raising

## How do I stand out when applying for a job?

- Assemble an impressive portfolio of work samples. These might include:
  - Samples from a summer job or internship
  - Clips from stories you wrote for The Rider News or Rider University Network
  - Samples from class assignments
  - Samples of work for your on-campus organization, sorority or fraternity
  - Complete one or more internships in the field

- Find a part-time or summer position in public relations
- Coordinate public relations for a campus organization
- Join the campus chapter of the Public Relations Society or a related professional association
- Be able to discuss issues in the industry in which you want to work
- Demonstrate knowledge of current events
- Demonstrate knowledge of history and economics, especially pertaining to your industry

## Advice from professors

**Take extra courses/join extracurriculars to enhance your knowledge of and skill in:**

- Speaking and writing
- Business and marketing (as many classes in CBA as possible)
- Advertising
- Desktop publishing/graphic design
- History

**Read Broadly**

**Develop a basic understanding of:**

- Web design
- Interpersonal, multicultural and organizational communication
- Business
- Social Media
- Foreign language(s)

- Public affairs

**Develop the ability to:**

- Juggle multiple projects with strict deadlines and work with budgetary constraints
- Learn quickly and adapt as communication technology changes

**Tips: FYI**

- Be prepared to start at the bottom of an organization and work up to higher positions
- Consider minorin in Advertising, Event Planning, Health Communication,
- Political Science, History, Television Production and/or Web Design

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**Public Relations**

How can I succeed with this major?

**Where do I want to work?**

**What do I want to do?**

**How do I stand out when applying for a job?**

**Advice from professors**

**Tips: FYI**