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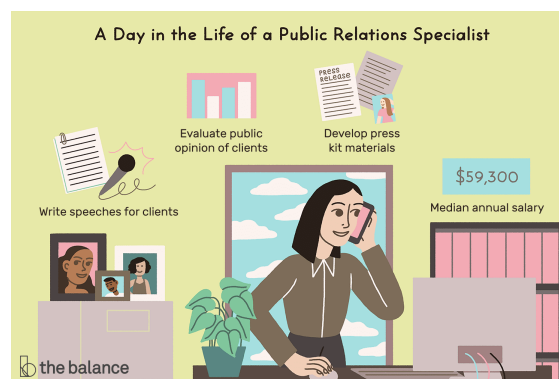
Buyer Persona: College students who are planning on earning a degree in Public Relations and other students who are interested in a Public Relations field of work.

Top Five careers with a Public Relations Degree.

So you finally graduated with your degree in Public Relations... Congratulations, so now what. What's next for you, what are you going to use this degree in. I hope not to work at your local grocery store doing the same thing you were doing in high school. Did you ever wonder how far you can extend your degree, well that is why I am here. In this article, we will provide you with careers that you can apply for with your public relations degree.

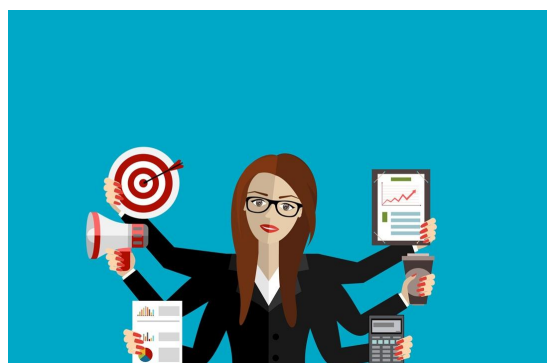
1) PUBLIC RELATIONS SPECIALIST

As a public relations specialist you are asked to control and maintain your clients positive image. Clients range from companies to an individual person. You are what is in between a client and the public, so you must know how to communicate properly in times of crisis. You have the duty of keeping track of money, writing speeches for clients, evaluating what their publics have to share about your client and developing press kit materials all in a timely manner.



2) MARKETER

As a public relations professional you can find a job in marketing which means you will coordinate with marketing departments to keep companies on task. In marketing you are an essential tool to keeping a company alive. As a marketer your goal is to maximize your client's profit and find the best ways to promote their brand.



3) EVENT PLANNER

As an event planner your task will be to plan events ranging from small events to major concerts. Throughout the year many events take place by businesses in order to create more clientele. You have to be on high alert to ensure that your event goes as smoothly as possible and like in every public relations career, plan for the worst. You have to be able to answer questions like... Where is the main performance? Who canceled at the last minute? Who is capturing all of this in order to post online?



4) SOCIAL MEDIA SPECIALIST

As a social media specialist your job is to manage a social media channel and to ensure a company's social media is up to date and up to par. Social media platforms are an essential tool in this day of age. Everyone uses at least one social media application ranging from Facebook to Tik Tok. You want to keep that relationship between your company and their publics.



5) WRITER

As a writer your job is to... Well write. Whether that is a press release or just simply a speech you want to make your client look as positive as can be with what they say. You have to be very careful with what your client says or what you tell them to say because one wrong word and it's downhill from there. You're there to help your client build their reputation with the community and their publics.



You have worked hard to earn your degree so now it's time to use it to its best ability. Go out there and find your career in public relations that you have always longed for. The possibilities are endless, you are NOT stuck in a cubicle just writing news releases all day (unless that's your cup of tea then knock yourself out champ). Go on now, your clients are waiting to be saved!