

Bachelor of Arts in Mass Communications/Public Relations

Public relations specialists--also referred to as communications specialists and media specialists, among other titles--serve as advocates for clients seeking to build and maintain positive relationships with the public. Their clients include businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. As managers recognize the link between good public relations and the success of their organizations, they increasingly rely on public relations specialists for advice on the strategy and policy of their communications.

Entry-Level Positions

[Advertising & Promotion Managers](#)

[Broadcast News Analyst](#)

[Copy Writer](#)

[Correspondence Clerks](#)

[Editor](#)

[Entertainment Agent](#)

[Market Research Analyst](#)

[Media Buyer](#)

[Meeting, Convention, Event Planner](#)

[NewscasterPhoto Editor](#)

[Public Relations Specialist](#)

[Producer](#)

[Program Directors](#)

[Reporters and Correspondents](#)

[Technical Writer](#)

Curriculum Information

[Mass Communications/Public Relations Eight Semester Plan](#)

Positions with a Graduate Degree

[Communications Teachers, Postsecondary](#)

Professional Organizations and Related Resources

[American Society of Magazine Editors](#)

[Newspaper Guild](#)

[National Newspaper Association](#)

[National Newspaper Publisher Association](#)

[National Association of Broadcasters](#)

[Online News Association](#)

[Association of National Advertisers](#)

[American Advertising Federation](#)

[Public Relations Society of America](#)

Where else can I find information?

[Occupational Outlook Handbook](#)

[O*NET Online](#)

[USF Career Services](#)