

**HOW A DEGREE** \_\_\_\_\_  
**IN COMMUNICATION**  
\_\_\_\_\_ **WILL HELP YOU SUCCEED**



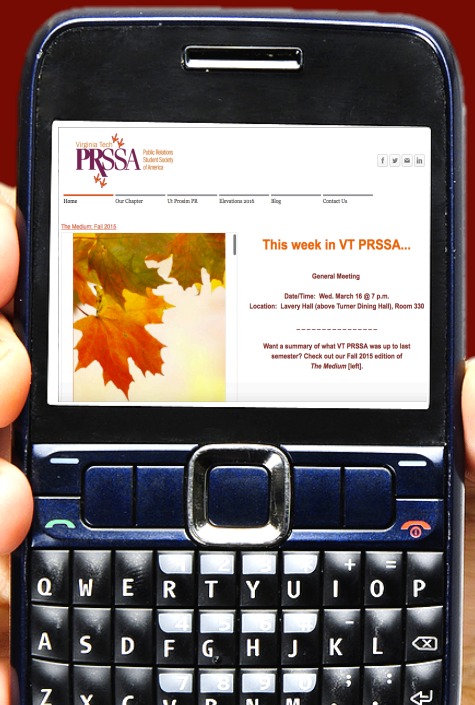
# WHY SHOULD YOU OBTAIN A COMM. DEGREE?

- ✔ Significantly improves writing and speaking skills
- ✔ The Comm. field, especially in the Public Relations sector, is expanding
- ✔ You can double major or minor in the Comm. Department because you will need a strong communication background for any profession
- ✔ If you love what you're doing, the money will come

# WHAT IS PUBLIC RELATIONS?

According to the **Public Relations Society of America (PRSA)**,

**“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”**



# IS PR RIGHT FOR YOU?

## YOUR CHECKLIST:

- Writing isn't an inconvenience; it's fun!
- You're obsessed with social media and/or graphic design
- Multi-tasking is your middle name
- You don't mind work on the weekends
- Communicating with people is enjoyable
- You're able to work under pressure and stay organized
- Planning events or creating social media campaigns sounds fun
- You can't go a day without your smartphone



# THE COMMUNICATION FIELD: WHERE WE'RE HEADED



» The most recent US PR Job numbers are **BIG** and trends are positive for public relations job hunters.

PR is poised for growth, business is hiring and social media skills and experience are hot. To compete, job seekers need to use traditional and social media strategies to find openings and be found online.

**275,200**  
EMPLOYED IN PR

**24%**

GROWTH IN PR JOBS  
(BY 2018)

**93%**

INCREASE IN  
PR JOB LISTINGS  
(NOV. 2009-MAY 2010)

**307%**

INCREASE IN  
"SOCIAL MEDIA" JOB LISTINGS  
(NOV. 2009-JUNE 2010)

**34%** OR 93,568 MAY RETIRE  
IN 4-7 YEARS



**132,000**  
PUBLIC RELATIONS SPECIALISTS

**64,000**  
PUBLIC RELATIONS MANAGERS



**\$51,280**  
MEDIAN PR SALARY



**7,000**  
PR FIRMS IN THE US

# GET INVOLVED

The Collegiate Times Newspaper  
The Bugle Yearbook  
Philologia Academic Journal  
The Odyssey Online  
College Media Solutions  
Her Campus  
The Tab  
...and much **more!**

# MOST IMPORTANTLY...JOIN PRSSA!

*Celebrating • 30 • Years*



Networking. Internships. Real-world experience.  
Scholarships. Events. This and more with PRSSA.

**PRSSA**  
VIRGINIA TECH



**& YOU COULD BE THE NEXT OLIVIA POPE**



**It's handled.**