



CAREER PATH

# Business, Management & Technology

CAREER CLUSTER  
**Marketing**

CAREER PATHWAY  
**Marketing Communications**



## PUBLIC RELATIONS MANAGER

Plan and direct public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations.

### Knowledge and Skills Needed for this Career

In addition to courses required for high school graduation, essential skills and knowledge needed for a career as a public relations specialist are reinforced by taking rigorous and relevant courses, as well as participating in work-based experiences and student organization activities.

*(See the Sample Personal Plan of Study for suggested coursework, activities, and knowledge and skills to pursue in preparation of an occupation in this Career Cluster.)*

### Education Requirements

Occupation	Percent of Missouri employees aged 25 to 44 in the occupation whose highest level of educational attainment is:		
	High School or Less	Some College	Bachelor Degree or More
Public relations specialists	5.3%	13.9%	80.8%
Media & communication workers	10.7%	23.1%	66.3%
Arts, design, entertainment, sports & media	15.9%	29.9%	54.2%

Most Common Educational/Training Level: Bachelor's degree or higher + work experience  
Apprenticeships are available for more than 240 occupations. Visit [www.oa.doleta.gov/bat.cfm](http://www.oa.doleta.gov/bat.cfm)  
Note: Be sure to learn whether your occupation has a specific requirement for education or licensing.

### National and State Wage Information

Location	Pay Period	2007		
		Entry*	Median	Experienced**
United States	Hourly	\$29.55	\$41.57	\$58.41
	Yearly	\$61,500	\$86,500	\$121,500
Missouri	Hourly	\$28.89	\$38.43	\$49.69
	Yearly	\$60,100	\$79,900	\$103,400

Based on (\*) lower 25% and (\*\*) upper 25% percentile of wages

### National and State Employment Trends

Public Relations Specialist	Employment		Percent Change	Job Openings*
	2006	2016		
United States	49,600	58,000	+ 17%	1,990
Missouri	1,080	1,250	+ 15%	40

\*The estimate for Job Openings includes both turnover that results from people who leave the occupation (e.g. quit, retire, death) and new jobs that are created.

### Educational Opportunities

*Note: This list may not be all inclusive. For more information about Missouri schools and programs, visit [www.dhe.mo.gov](http://www.dhe.mo.gov)*

#### Drury University

Springfield, MO  
(417) 873-7879  
[www.drury.edu](http://www.drury.edu)

#### Missouri Southern State University

Joplin, MO  
(417) 625-9300  
[www.mssu.edu](http://www.mssu.edu)

#### Northwest Missouri State University

Maryville, MO  
(660) 562-1212  
[www.nwmissouri.edu](http://www.nwmissouri.edu)

#### University of Central Missouri

Warrensburg, MO  
(660) 543-4111  
[www.ucmo.edu](http://www.ucmo.edu)

#### Webster University

Saint Louis, MO  
(314) 961-2660  
[www.webster.edu](http://www.webster.edu)

#### William Jewell College

Liberty, MO  
(816) 781-7700  
[www.jewell.edu](http://www.jewell.edu)



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