



CAREER PATH

Business, Management & Technology

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications



PUBLIC RELATIONS SPECIALIST

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

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
Apprenticeships are available for more than 240 occupations. Visit 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	\$17.99	\$23.94	\$33.37
	Yearly	\$37,400	\$49,800	\$69,400
Missouri	Hourly	\$16.57	\$21.31	\$28.13
	Yearly	\$34,500	\$44,300	\$58,500

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	243,300	286,100	+ 18%	6,120
Missouri	5,130	5,900	+ 15%	150

*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

Avila University
Kansas City, MO
(816) 942-8400
www.avila.edu

Central Methodist University -College of Liberal Arts & Sciences
Fayette, MO
(660) 248-3391
www.centralmethodist.edu

Drury University
Springfield, MO
(417) 873-7879
www.drury.edu

Fontbonne University
Saint Louis, MO
(314) 862-3456
www.fontbonne.edu

Hannibal-Lagrange College
Hannibal, MO
(573) 221-3675
www.hlg.edu

Lindenwood University
Saint Charles, MO
(636) 949-2000
www.lindenwood.edu

Missouri Baptist University
Saint Louis, MO
(314) 434-1115
www.mobap.edu

Missouri Southern State University
Joplin, MO
(417) 625-9300
www.mssu.edu

(more-over)

Missouri State University

Springfield, MO
(417) 836-5000
www.missouristate.edu

Moberly Area Community College

Moberly, MO
(660) 622-2070
www.macc.edu

Northwest Missouri State University

Maryville, MO
(660) 562-1212
www.nwmissouri.edu

Park University

Parkville, MO
(816) 741-2000
www.park.edu

Rockhurst University

Kansas City, MO
(816) 501-4000
www.rockhurst.edu

Saint Louis University-Main Campus

Saint Louis, MO
(314) 977-2222
www.imagine.slu.edu

Southeast Missouri State University

Cape Girardeau, MO
(573) 651-2000
www.semo.edu

Southwest Baptist University

Bolivar, MO
(800) 526-5859
www.sbuniv.edu

Truman State University

Kirksville, MO
(660) 785-4000
www.truman.edu

University of Central Missouri

Warrensburg, MO
(660) 543-4111
www.ucmo.edu

University of Missouri-Columbia

Columbia, MO
(573) 882-2121
www.missouri.edu

University of Missouri-St Louis

Saint Louis, MO
(314) 516-5000
www.umsl.edu

Webster University

Saint Louis, MO
(314) 961-2660
www.webster.edu

Westminster College

Fulton, MO
(573) 642-3361
www.westminster-mo.edu

William Jewell College

Liberty, MO
(816) 781-7700
www.jewell.edu



www.missouriconnections.org

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