Public relations specialists create and maintain a favorable public image for the organization they represent. They design media releases to shape public perception of their organization and to increase awareness of its work and goals. A professional in the field of public relations serves as an advocate for businesses and organizations, and builds and maintains positive relationships with the public.

According to the Public Relations Society of America, public relations specialists provide strategic counsel to management as well as organize events, communicate to the media, and maintain cooperative relationships with others inside and outside of the organization. Public relations takes many forms in different organizations, including public information, investor relations, public affairs, corporate communications, employee relations, marketing or product publicity, and consumer service or customer relations.

Courtesy of Bureau of Labor Statistics
Skills & Abilities/Typical Careers

Skills & Abilities: creativity, initiative, good judgment, and the ability to communicate thoughts clearly and simply are essential skills in this occupation. Decision-making, problem-solving and researching skills also are important. People who choose public relations as a career need an outgoing personality, self-confidence, an understanding of human psychology, and an enthusiasm for motivating people. They should be competitive individuals but also team players who are open to new ideas.

Typical Careers: public relations director, public relations specialist, account supervisor, account executive, public relations writer, public relations researcher, production supervisor, public relations assistant, community relations director, and government relations supervisor.

Related Majors at Mizzou

- Agricultual Journalism (CAFNR)
- Business (BUS)
- Communication (A&S)
- English (A&S)
- Parks, Recreation and Tourism, including Sports Management (NR)
- Journalism (JOURN)
- Hospitality Management (CAFNR)

Occupational Outlook Handbook – Public Relations Specialists