

Public Relations Specialist – Sociology BA / Communications Minor

This material is for information purposes only as it does not constitute a guarantee of employment

Median Salary:

In May 2021, the median annual wages for public relations specialists in the top industries in which they worked were as follows:

Advertising, public relations, and related services	\$69,170
Government	67,270
Business, professional, labor, political, and similar organizations	64,430
Educational services; state, local, and private	61,860

Job Outlook: 8 percent growth from 2021 to 2031, faster than the average for all occupations.

Job Description: Public relations specialists create and maintain a positive public image for the individuals, groups, or organizations they represent. They craft media releases and develop social media programs to shape public perception of their clients and to increase awareness of each client’s work and goals.

Public relations specialists, also called *communications specialists*, handle an individual’s, group’s, or organization’s communication with the public, including consumers, investors, reporters, and other media specialists. In government, public relations specialists may be called *press secretaries* and keep the public informed about the activities of government officials and agencies.

Public relations specialists write press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. For example, a press release might describe a public issue, such as health, energy, or the environment, and what an organization does concerning that issue.

Press releases often are adapted for announcements on social media, in addition to publication through traditional media outlets. Public relations specialists are usually in charge of monitoring and responding to social media questions and concerns.

Public relations specialists are different from advertisers in that they get their stories covered by media instead of purchasing ad space in publications and on television.

Sources:

<https://www.bls.gov/emp/tables/occupational-projections-and-characteristics.htm>

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-1>

Suggested Degree Plan: This suggested plan is not a guarantee of employment

FIRST YEAR - FALL	13	FIRST YEAR - SPRING	15
English Composition (EC): ENG 125	3	English Composition (EC): ENG 126	3
Math/ Quantitative Reasoning (MQR): MATH 111	3	Life & Physical Science (LPS)	3
Individual & Society (IS): SOC 101	3	Creative Expression (CE): SPCH 101	3
World Culture (WCGI): HUM 200	3	Scientific World (SW): PSY 102	3
ENG 199A	1	College Option: HE 111	3

SECOND YEAR - FALL	15	SECOND YEAR - SPRING	15
College Option: Foreign Language†	3	College Option: Foreign Language†	3
Writing Intensive: Lower-level WI	3	US Experience (USED): SOC 235	3
SOC 220	3	Additional Flexible Core Course	3
SOC Elective (200-level): SOC 239	3	Writing Intensive (WI): SOC 201 WI	3
SOC Elective (200-level): SOC 252	3	SOC 321	3

THIRD YEAR - FALL	15	THIRD YEAR - SPRING	15
College Option: Writing Requirement: WRIT 300-level	3	Writing Intensive (WI): SOC 312 WI	3
SOC Elective (300/400-level): SOC 313	3	Communications Minor: SPCH 260	3
SOC Elective (300/400-level): SOC 334	3	Communications Minor: SPCH 303	3
SOC Elective (300/400-level): SOC 338	3	Minor Course or Free Elective	3
Communications Minor: SPCH 250	3	Minor Course or Free Elective	3

FOURTH YEAR - FALL	16	FOURTH YEAR - SPRING	16
Communications Minor: SPCH 350	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	4	Minor Course or Free Elective	4

Sociology Electives (examples)*:

SOC 239	Sociology of Work	*These are some, not all, of the
SOC 252	Social Problems	Sociology electives offered that
SOC 313	Sociology of the Media	Students can select in accordance
SOC 334	Complex Organizations	With the major requirements
SOC 338	Gender and Sexuality	

Communications Minor:

SPCH 101	Oral Communication in Contemporary Society
SPCH 250	Introduction to Mass Media
SPCH 260	Public Communication
SPCH 303	Ethics and Freedom of Speech
SPCH 350	Persuasion and Propaganda in Mass Media