

# Public Relations

## Which employers have hired Montana State University Billings Public Relations graduates?

Zoo Montana	KSVI
MSU Billings	Billings Clinic Foundation
Yellowstone Boys and Girls Ranch	United Way of Yellowstone County

## What are the average annual wages and potential lifetime earnings for professionals working in the Public Relations field?

Occupation	Annual wage range in MT*	Potential lifetime earnings**
Public Relations Specialist	\$39,230 - \$64,490	\$62,800 x 39 yrs = \$2,449,200
Fundraiser	\$46,640—\$62,320	\$60,600 x 39 yrs = \$2,363,400
Marketing Specialist	\$61,360 - \$67,410	\$63,920 x 39 yrs = \$2,492,880

\* Based on wage data in the Montana Career Information System.

\*\* Potential lifetime earnings is based on national median wage of occupation in accordance to the U.S. Bureau of Labor Statistics.

## What percentage of Public Relations graduates report having a job after graduating?

Out of the 57% of 2022 Public Relations graduates that we received grad data on, **100% reported being employed\* after graduation.**

\* Employment includes employment in major, employment not in major, continuing education, and military service.

## Employment opportunities with advanced degrees or experience.

- Community Relations Director
- Advertising and Promotions Manager
- Public Relations and Fundraising Manager
- Political Campaign Manager

## Not sure if Public Relations is for you?

**1.** Take an introductory class in the program such as Exploring Communication Studies Keep mental notes or a journal to track what you like and dislike!

**2.** Get a part-time job in the field. Check out CareerLink by scanning the QR Code for the latest job openings!



### Career & Employment Services

E-mail: [careers@msubillings.edu](mailto:careers@msubillings.edu) Phone: (406) 657-2168

Web: [www.msubillings.edu/careers](http://www.msubillings.edu/careers)

Date Updated: Summer 2023

# PUBLIC RELATIONS

## Overview of the Public Relations program:

The majors offered by the Department of Communication prepare students with industry-specific skills to be competitive when they enter the workforce. Communication skills—knowledge of communication technology, public speaking, and collaborative problem-solving—are highly in demand by employers.

The Public Relations degree is designed to prepare students to serve as public communicators in a variety of settings including (but not limited to) corporate, non-profit, government, healthcare, and education. The program curriculum is devised to provide students with significant communication training and internship opportunities. Students will learn essential writing, speaking, and critical thinking skills. Additionally, students will be exposed to a variety of theoretical approaches to the practice of public relations. The curriculum is modeled on the Public Relations Society of America's Undergraduate Education recommendations.

## What makes the Communication programs unique?

All of the Communication majors can be completed entirely online. Our department offers several HyFlex options to give students maximum flexibility when taking communication courses. Communication curriculum is taught by faculty who incorporate their cutting-edge research into class discussions. Communication majors also have the opportunity to pursue an industry-related internship to supplement their coursework.

## What students like most about the Communication programs:

Students like that they can find program-relevant jobs in their area of study after completing their degrees. Communication coursework is contemporary, collaborative, and customized to the needs of the 21<sup>st</sup> century workforce.



Department Webpage:

<https://www.msubillings.edu/class/comt/index.htm>

