

Public Relations*

*Effective 2024-2025 academic calendar year, Public Relations, will be a Bachelor of Arts in Communication with an emphasis in Public Relations.

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

E.W. Script Company/KTVQ	Nextstar Media Group KSVI/KHMT	Billings Family YMCA
MSU Billings Foundation	Montana Farmers Union	One Health (Eastern MT & WY)
Housing Authority of Billings	United Way of Yellowstone County	Navajo Transition Energy Corp.

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

Occupation	Annual Mean Wage in MT	Potential Lifetime Earnings*
Public Relations Specialist	\$46,300 - \$63,040	\$66,750 x 39 yrs = \$2,603,250
Fundraiser	\$60,470 - \$64,490	\$64,160 x 39 yrs = \$2,502,240
Human Resources Specialist	\$44,190 - \$66,160	\$67,650 x 39 yrs = \$2,638,350
Meeting & Event Planner	\$39,840 - \$51,130	\$56,920 x 39 yrs = \$2,219,880
Advertising Sales Agent	\$35,940 - \$54,250	\$61,270 x 39 yrs = \$2,414,100

* Based on the 2023 state mean and national median wage of occupation per the U.S. Bureau of Labor Statistics. Lifetime earnings are based on the national median wage.

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

Out of the 100% of 2024 Public Relations graduates who responded to MSUB'S Graduate Survey, **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 & Promotion Manager
- Public Relations & Fundraising Manager
- Promotion & Marketing 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 Phone: (406) 657-2168

Web: www.msubillings.edu/careers

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PUBLIC RELATIONS*

Overview of the Public Relations program:

The Public Relations major 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.

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What makes the Public Relations program unique?

The Public Relations majors can be completed entirely online. The Communication Department offers several HyFlex options to give students maximum flexibility when taking Public Relations courses. The curriculum is taught by faculty who incorporate their cutting-edge research into class discussions. Public Relations 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. Public Relations coursework is contemporary, collaborative, and customized to the needs of the 21st century workforce.



Department Webpage:

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

