

# What can I do with a major in...

## Integrative Public Relations?

A major in integrative public relations will prepare you for a variety of careers, whether you choose to become a publicist or apply your skills and knowledge in other work environments. The following list contains sample job titles of CMU graduates who majored in integrative public relations. This list represents some, but certainly not all, of the careers you may consider.

### **Career Titles for an Integrative Public Relations Major:**

- Account Executive
- Campaign Manager
- Community Relations Liaison
- Consumer Advocate
- Corporate Communications Director
- Customer Service Representative
- Electronic Publication Specialist
- Fundraiser/Development Officer
- Lobbyist
- Media Manager
- Promotions Manager
- Public Information Officer
- Public Opinion Strategist
- Public Relations Specialist
- Publicist
- Special Events Coordinator
- Speechwriter

Students obtaining employment immediately upon graduation usually are those with the best college records and a willingness to relocate for a job. Some of these jobs also require education beyond a bachelor's degree.

## **Professional Skills Acquired Through a Major in Integrative Public Relations**

Many occupations in today's working world require college-educated individuals who can write and speak well, solve problems, learn new information quickly, and work well with a team. In addition to opening the door to numerous career possibilities in this field, a major in integrative public relations will help you develop the fundamental skills that many employers in many other professions are seeking in their employees.

Skills and qualities acquired through a major in integrative public relations may include:

- Active listening
- Computer literacy
- Creativity
- Detail orientation
- Editing
- Generating new ideas
- Idea simplification and summarization
- Meeting deadlines
- Multitasking
- Objectivity
- Oral and written communication
- Persuasion
- Problem solving
- Production
- Public speaking
- Research/information gathering
- Teamwork
- Time management

For more information about integrative public relations and other majors, please contact Career Services.

**Central Michigan University**  
**Career Services**  
**Bovee University Center 215**  
**Mount Pleasant, MI 48859**  
**(989) 774-3068**  
**[careers@cmich.edu](mailto:careers@cmich.edu)**  
**[www.careers.cmich.edu](http://www.careers.cmich.edu)**



CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see [www.cmich.edu/aaeo](http://www.cmich.edu/aaeo)).

Produced by CMU Public Relations and Marketing and printed by CMU Printing Services.  
PRM 7640-300 (6/07)