

## Careers Utilizing a Degree in PR and/or Marketing

*Note: This is not intended to be a complete list of possible careers related to PR/Marketing; rather it is a sampling of possible options and resources.*

### Broad Exploration of Careers in PR/Marketing

**Bureau of Labor Statistics:** <http://www.bls.gov>

Type in job title and get information about job outlook, pay, work environment, etc.

**O-Net Online:** <http://www.onetonline.org/>

Type in job title and learn about the work context, styles, tasks, wages and much more!

**Buzzfile:** <http://www.buzzfile.com/>

Find organizations and research organizations that hire students with a degree in Communication.

### Public Relations (PR)

**Public Relations Society of America (PRSA):** <http://www.prsa.org/>

PRSA is the world's largest and foremost organization of public relations professionals. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession.

**Institute for Public Relations (IPR):** <http://www.instituteforpr.org/>

IPR conducts nonprofit public relations research dedicated to the science beneath the art of public relations.

**The PR Council:** <http://prcouncil.net/>

The PR Council is a trade association designed to connect the present and next generation of PR professionals, industry innovators and business leaders through education, events and industry resources.

### Marketing

**American Marketing Association (AMA) Boston:** <http://amaboston.org/>

The Boston chapter of AMA is the fourth largest chapter in one of the world's largest marketing associations. AMA provides networking opportunities through events, and access to marketing experts and resources to enhance your career.

**Society for Marketing Professional Services (SMPS):** <http://smpsboston.org/>

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. SMPS offers their members professional development, leadership opportunities, and marketing resources to advance their careers.

**Marketing Professionals Network (MPN):** <http://mpnboston.org/>

MPN is a Boston-based networking group of professionals who are experienced in selling, advertising, marketing, communicating, and/or promoting an organization's products and services. They provide in-depth information on area job opportunities, advanced job-search techniques, a solid network for the long-term benefit of their members' careers.

## Advertising

**American Advertising Federation(AAF):** [www.aaf.org](http://www.aaf.org)

AAF is the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, D.C., and acts as the "Unifying Voice for Advertising.

**Advertising Women of New York (AWNY):** <http://www.awny.org/>

Advertising Women of New York's (AWNY) mission is to empower women in advertising to achieve personal and professional fulfillment at each stage of their careers. This resource isn't just for women. Check out their annual AWNY Advertising Career Conference.

**American Association of Advertising Agencies (4As):** <http://www.aaaa.org/>

The 4A's is the national trade association representing the advertising agency business in the United States. It is a management-oriented association that offers its members the broadest possible services, expertise and information regarding the advertising agency business.

## Event Planning

**International Special Events Society (ISES):** <http://isesnewengland.com/>

ISES is an association that provides educational opportunities, networking opportunities and inspiration for Creative Event Professionals.

**Event Planners Association (EPA):** <http://eventplannersassociation.com/>

EPA is the national trade association for professionals in the event and amusement industries. They provide the foundational elements of a successful business and facilitate the highest standards of excellence and professionalism.

## Publicity

**Entertainment Publicists Professional Society (EPPS):** <http://www.eppsonline.org/home/>

EPPS is the premiere organization for entertainment publicity and marketing professionals, representing a cross section of publicity, promotion and marketing professionals from every segment of "traditional" and non-traditional entertainment.

**Publicity Club of New England:** <https://www.pubclub.org>

As the region's oldest professional organization for public relations, communications, special events, and marketing professionals, the Publicity Club of New England promotes and encourages the profession of public relations, and creates a community of persons engaged in the practice of public relations.

## Boston College Resources

**Career Edge:** <http://careeredge.bc.edu>

**Eaglelink:** <https://bc-csm.symplicity.com/students>

**Vault:** <http://careerinsider.vault.com/career-insider-login.aspx?parrefer=2088>

Use BC email to create a free account. Once logged in, navigate to "Industries and Professions" tab