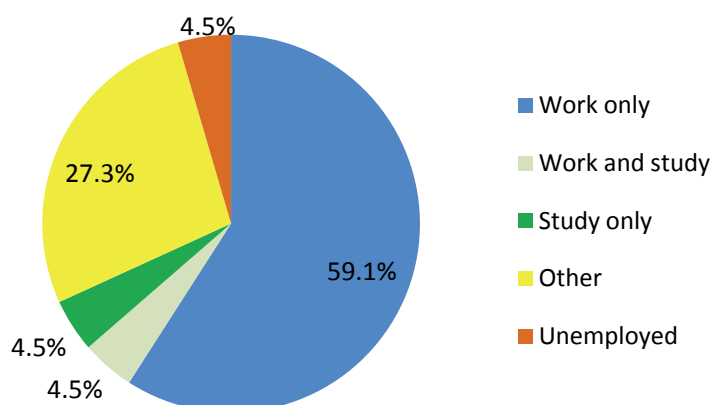


Career destinations

BA (Hons) Public Relations and Communication

Percentage of leavers in known destinations (2009)



Examples of employment obtained by leavers (2009)

Job title	Employer
ACCOUNT EXECUTIVE	JTA ASSOCIATES
Brand Account Executive	Brand Nation
Marketing & Public Relations Assistant	Flowing ink
PR apprentice	Lysander Shipping
PR Intern	Jori White PR
PR junior account executive	Media safari
PR Marketing & Communications Executive	Benefex
Publicity Assistant	Surrey County Council
Sales officer	XXXX

Knowledge and skills

Graduates understand how to promote messages and concepts effectively and have knowledge of traditional and contemporary media, understanding their appropriateness for different purposes. They are able to work in various media and are good communicators (orally, in writing and making presentations). They can work with people in roles such as leader, team member and persuader.

Professional accreditation

The course is accredited by the Chartered Institute of Public Relations

Career opportunities

Employers in public relations vary significantly in size and include private agencies, in-house teams, central and local government, political parties, charities and voluntary bodies. It is common to start in an entry level position such as PR assistant or junior account executive. Relevant work experience is helpful in demonstrating readiness for the commercial environment and making suitable network contacts. There are many other employment opportunities where strong communication skills are valued including publishing, journalism and retailing.