

Public Relations Career

Research Digital Activity

Students learn about a **Public Relations & Communication** career.

What is Public Relations?

Students reflect on skills they have that could be beneficial in this career.

GREAT activity for Business Essentials or any Career Discovery class!



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

A Great Introduction to Public Relations Careers

Students **DISCOVER** education needed to be in Public Relations, **INVESTIGATE** what life would be like if pursuing this career, and **ASSESS** what skills are needed to succeed in Public Relations.

Students are also prompted to **EVALUATE** themselves to see if they have what it takes to make it in this field.



PUBLIC RELATIONS

PREVIEW

Public relations is a field that is constantly growing and changing. It is a field that is always in demand and is a great career option for many people.

[CLICK HERE](#) LINK TO A GREAT RESOURCE TO LEARN ABOUT THIS CAREER OPTION.

What is public relations?

When searching for a job in PR, what are some suggestions of words to use in the search?

There are several job titles in the field. Review the list on the site and select 3-5 job titles that you would not mind having as a future job...

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Review the job titles under each category of public relations. Which category would you choose to work? Accounts, communications, development and fundraising, marketing, or media? Why did you choose that field?

Assess yourself! Review the many skills that are important for an individual going into the public relations field [on this link](#). If that link is blocked [use this link](#). What skills DO YOU HAVE that would be beneficial in the field of public relations?

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How Fun is THAT?



The Pittsburgh Pirates use the Pirate Parrot to promote a good image for their organization and gain positive attention. Take a look at the Parrot's web page [HERE](#).

If that link is blocked ...use [this link](#)

After reviewing the web page, list 3 strategies used showing evidence of good public relations practices...
Ex: The page acts as a fun and funny bio for the Pirate Parrot ...exhibiting a 'good organizational image'.

- 1
- 2
- 3

You Choose!

What is another sports team OR company that uses a mascot to be the "face of" the company or organization? Do they have a web page? How do they promote a good image? Explain...

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Great Career Discovery Lesson!

Excellent for a Sub Day, Remote Learning, or to do after testing.

Teacher Testimonials



This was an **incredible easy activity to use** with my public relations students. I had to do very little prep and feel as though the lesson went over **swimmingly** with my students! Thank you so much!



Thank you for another **excellent resource!** As always, my students loved this!!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

