B.A.J.M.C. PUBLIC RELATIONS

Each year of this plan includes milestones that support the four pillars of career development — self-discovery, exploration, experience, and action. These milestones are here to guide you, not limit you — your journey may move at a different pace, and that's completely okay.

YEAR 1 | BUILD FOUNDATIONS

- ❍ Visit Garnet Gate & the August Student Org Fair to explore and join clubs or orgs for your major
- ❍ Apply for Garnet Media Group
- ❍ Check the major map & verify all first-year academic grade requirements
- ❍ Examine success/support options like the Office of Student Advocacy
- ❍ Explore top Public Relations employers
- ❍ Review your personal brand, specific interests & next steps by meeting with your CIC CC
- ❍ Attend the Part-Time Job Fair in the fall/spring & the spring CIC Fair
- ❍ Identify your career goals and take career & personality assessments to understand your skills, interests, values and strengths
- ❍ Explore Public Relations major learning outcomes and full course descriptions to understand your goals for this major and the future
- ❍ Explore your options to see where Public Relations alumni are working and what skills they have developed
- ❍ Get involved to build on the eight Career Competencies employers look for
- ❍ Meet with your CIC CC to discuss your personal brand, goals & next steps and to develop a custom career plan & resume

YEAR 2 | EXPLORE POSSIBILITIES

- ❍ Consider new experiences, clubs, part-time on-campus jobs, public relations opportunities, media opportunities, and leadership roles to gain experience & new skills
- ❍ Review Public Relations overview
- ❍ Join Mentorship Hub and LinkedIn to connect with USC Alumni
- ❍ Explore theCareer Center Toolkit for additional career readiness resources
- ❍ Visit the Career Center in Thomas Cooper Library to connect with a CIC CC
- ❍ Explore the USC Student Experience
- ❍ Investigate Graduation with Leadership Distinction for senior year
- ❍ Review research, engage in conferences, and read CIC news to stay current
- ❍ Set up job shadowing and informational interviews to learn about communication opportunities
- ❍ Attend the spring CIC Fairs
- ❍ Start looking for a summer internship in the fall/spring
- ❍ Explore companies and organizations that typically hire USC interns and local Public Relations employers

YEAR 3 | FIND FOCUS

- ❍ Assess previous involvement & participate in leadership roles
- ❍ Join a new major-related organization or club to network and enhance skills
- ❍ Secure a summer internship or micro-internship and consider a CIC internship course to build on skills and enhance professionalism
- ❍ Attend the spring CIC career fairs
- ❍ Explore trainings & certifications to enhance skills and knowledge
- ❍ Attend panels, workshops, job shadowing and informational interviews to gain confidence & grow connections
- ❍ Reflect on your experiences and skills to determine what areas need more development and to update your resume
- ❍ Review past career assessments to see your top work values and skill sets
- ❍ Maintain relationships with CIC Public Relations faculty and past employers for networking and assistance
- ❍ Start thinking about after graduation plans & desired career path and work with a CIC CC to make a game plan
- ❍ Use online resources and the Career Center to connect with alumni and employers

YEAR 4 | PREPARE FOR LAUNCH

- ❍ Reach out to professors, supervisors, and key connections to write recommendation letters or to serve as references
- ❍ Join professional groups and set job alerts for your search
- ❍ Utilize any relevant resources to network and reach out to contacts
- ❍ Research online to know more about the companies, organizations and roles you are interested in, and explore career paths, job titles and salaries
- ❍ Attend the spring CIC fairs
- ❍ Investigate graduate school vs. full-time jobs and confirm applications path
- ❍ Verify graduation requirements and complete GLD
- ❍ Review and update professional documents and online profiles
- ❍ Review your top skills & experiences from the last four years that are most relevant to a professional career
- ❍ Participate in the Public Relations Capstone Courses and create your portfolio showcasing your work
- ❍ Meet with a CIC CC to create a plan for your job search or grad school applications
- ❍ Engage in interview preparation & practice — create a document with your most relevant experiences and apply the STAR method
- ❍ Complete the graduation survey to share your post-grad plans

Legend

CC Career Coach
PPA Pre-Professional Advisor

Handshake
Gamecock GradStats

Revised June 2026

Career Center
UNIVERSITY OF SOUTH CAROLINA
sc.edu/career

GAMECOCK GRADSTATS DATA

Average Annual Salary of USC B.A.J.M.C. Public Relations Graduates*

$72,021

** 5-7 years after graduation*

Skills Employers Look for

(in no particular order)

Adobe InDesign
Customer Service
Event Management
Interpersonal Communication
Leadership
Marketing
Microsoft Excel
Press Release
Public Relations
Public Speaking
Research
Social Media
Social Media Marketing
Teamwork
Writing

DON'T FORGET THESE IMPORTANT TASKS!

- ❍ Build & update your **Handshake** profile.
- ❍ Create & update **professional documents** (resume, CV, references, etc.).
- ❍ **Schedule an appointment** with Career Coaches and/or Pre-Professional Advising staff.

DISCOVER EMPLOYERS HIRING YOUR MAJOR

CAREER CENTER TOOLS

Check out the links below and explore all the tools the Career Center has to offer.

CANDID CAREER

Candid Career is our provider for thousands of video informational interviews with industry professionals. You can get real insight on careers, as well as tips to sharpen your the job search.

CAREERSHIFT

CareerShift is an online tool that allows you to search, select and store job listings from all job boards and all company job postings. You can also find up-to-date contact information for millions of companies.

GAMECOCK GRADSTATS

Explore the possibilities! Search & view USC students' post graduation career paths: where they work, skills they use, & how much they earn.

HANDSHAKE

Handshake is the Career Center's online resource for jobs, internships, events and employer connections. Handshake is also where you can find resources and make appointments with a career coach.

INTERSTRIDE

Interstride is a one-stop-shop that empowers you to thrive internationally.

MENTORSHIP HUB

Mentorship Hub is an online platform that connects the USC community. The platform provides career support, career resources, and an opportunity to mentor or seek mentorship.

WHAT CAN I DO WITH THIS MAJOR?

Explore unexpected career possibilities for your degree and see how other students turned their major into amazing careers.

Other Campus Resource Links:

- Academic Advising
- Center for Integrative and Experiential Learning
- Leadership and Service Center
- Office of Undergraduate Studies
- Undergraduate Research

The Career Center realizes that every student has a unique journey during their time here at the University of South Carolina. All students move at different paces along different paths. We acknowledge your individual needs and will meet you at whatever stage you are in. This document is meant to serve as a milestones guide to help you plan your future and your goals.