IT’S BOOM-TIME FOR PUBLIC RELATIONS

$2.5 BILLION

THE PUBLIC RELATIONS INDUSTRY IS ADVANCING FAST. WILL YOU?

326,600

EXPECTED JOB OPENINGS BY 2022

65%
of all public relations departments are responsible for their companies’ social media presence.

80%
of Fortune 500 companies are on Facebook.

83%
of Fortune 500 companies have active Twitter profiles.

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IF YOU WANT AN EDGE, GET AN EDUCATION

9 POTENTIAL CANDIDATES FOR EVERY POSITION

81%
of people in the public relations field have a bachelor’s degree or higher.

87%
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BOSTON IS PUBLIC RELATIONS CENTRAL

TOP 5 CITIES FOR PUBLIC RELATIONS

1. NEW YORK
2. WASHINGTON, DC
3. BOSTON
4. DENVER
5. DALLAS

LARGEST PUBLIC RELATIONS FIRMS IN BOSTON

Miker Chandock
Caproast Global
Case Communications

SHIFT Communications
MSLGroup
Weber Shandwick
Racepoint Global
Cone Communications

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ADVANCE YOUR CAREER WITH THE 16-MONTH MS IN PUBLIC RELATIONS

At Boston University, you’ll get the knowledge, skills, and real-world experience you need to launch your career in public relations – here in Boston or anywhere else opportunity takes you. Learn more at advance.bu.edu/pr. Advanced knowledge, advancing you constantly.

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