

How to Find Your PR Niche

FIND YOUR PASSION, FUEL YOUR CAREER



1) WHAT ARE YOUR HOBBIES?

Look within to find your "thing" or your passion. Is it sports? Is it music? Is it knitting? You decide.

2) TALK TO A PROFESSOR

What could be better than talking to a person who already has experience in our field? This will help you narrow down and think about feasible options.



3) LOOK & APPLY FOR RELATED INTERNSHIPS

We've heard this a lot: "Internships are so important!" Once you've got an idea of what PR field you're interested in – you guessed it – research for those internships!

4) ANALYZE YOUR EXPERIENCES

After experiencing an internship (or any experience in your field) – think through it! Making a pros and cons list, talking to a professor again, and thinking through other options will help you determine if this is what you really want to do.



5) BE OPEN MINDED!

At the end of the day, you should be open to new experiences. You never know – you may like something you never thought you'd try!



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