

Careers at a Glance

TU320 MA Public Relations – Level 9.

Career destinations for graduates have included:

Employer Types/Sectors:

Business to business • Consumer • Charity / Not-for-profit / NGOs • CSR (Corporate Social Responsibility) • Crisis Management • Fashion • Financial • Food • Healthcare & Medical • Music and entertainment • Local Authorities • Media • Arts • Retail • Cosmetics • Publishers • Marketing / Advertising Consultancies • PR Consultancies • Political Parties • Publishing • Retail • National & EU Government & Government Agencies • Motor industry • Construction & Property • Public affairs • Corporate Affairs • Public sector (Education, Environment, transport etc) • Sport • Technology • Travel & Tourism • Science, Engineering & Technology • Celebrity/Entertainment • Entertainment • Event Management • Trade Unions • Religious organisations • Hospitality.

Organisations:

Alice P.R. and Events • Conway Communications • Drury Poerter Novelli • Emergent Events • Federation of Irish Sports • N.C.B.I. • U.C.D. • Chinkhouse • Conway Communications • Ebay • Hopscotch Europe • Irish Stock Exchange • Teneo • Cobblestone Learning • L'Oreal • The Law Society • Wilson Hartnell • Vital Communications • Respond Housing • HH Global • Group M • Accenture.

Job Titles:

Public Relations Officer • Press Officer • Account Executive • Account Director • Account Manager • Public Affairs Consultant (Lobbyist) • Political Research Assistant • Event Organiser • Information Officer • Journalist • Broadcast Researcher • Broadcaster • Brand Ambassador • Chief Reputation Officer • Festival Manager • Advertising Executive • Spokesperson • TV Presenter • Communications / Media Adviser • Corporate social responsibility adviser • Government Adviser • Electioneering Co-ordinator • Communications Officer • (internal / external) • Advocacy Officer • Sponsorship co-ordinator • Community relations Specialist • Media Planner • Media Relations • Press Agent • Publicist • Event Manager • Marketing Executive • Research Assistant • Arts Administrator • Crisis Manager • Fund / sponsorship raising • Promotions Officer • Crisis Management • Speech writer • Policy Adviser.

Further Study:

None listed.

Where can I find more information?

For current course information see:

[Public Relations / Caidreamh Poiblí | TU Dublin](#)

For our wider career resources see: www.tudublin.ie/careers and please also:

- Connect with the TU Dublin Career Development Centre on www.tudublin.ie/careersconnect
- Join the LinkedIn TU Dublin Alumni Network on <https://www.linkedin.com/company/tu-dublin-career-development-centre/>