**Chapter 14: Careers**

**Class Activity 1: Finding a Job**

Locate entry-level PR positions online. Identify three positions and detail what the job announcement requires in both qualifications and job experience.

Share findings in class to promote class discussion.

**Class Activity 2: Interview a Practitioner**

Interview a PR practitioner who is not involved with the university. Students should ask these practitioners what they think the job market requires for new hires, how a student can go about finding a new PR position, and what general advice they have for new PR practitioners.

Share results in class to promote class discussion.

**Class Activity 3: Reflection Paper**

Detail your career aspirations after college. Specifically, describe what your plans are for obtaining this position. These reflection papers should be two to three pages.

**Case Study Discussion**

**Case Study Activity 1: Voicing Complaints**

In this case study, the practitioner was fired for posting complaints online.

Come up with alternative ways the practitioner in this case study could have shared her grievances.

Each group shares their responses to promote class discussion.

**Case Study Activity 2: The Cost of a Job**

Identify a city or geographic location where you would like to work after graduation.

Investigate the cost of living in these areas and compare those costs with the salaries of entry-level PR positions.

Write a one- to two-page reflection paper on how much you would need to make as a practitioner to live comfortably in these areas.