

Looking for public relations career resources?

Find internships and career advice here in Gainesville. Resources at the [University of Florida Career Resource Center](#) as well as the university's [Knight Division for Scholarships, Career Services & Multicultural Affairs](#) at the [College of Journalism and Communications](#) are great starting places. [Santa Fe College](#) also offers a rich variety of career possibility, internship and job placement resources through their [Career Resource Center](#).

To help you in your search for the right internship match, here are some specific tips for finding a public relations/marketing internship:

Getting Started

- Determine whether you wish to have the internship be for credit, pay, contacts, location, or just for the experience. These factors will determine the “where, when, what and for whom?” questions in landing an internship.
- If the internship is for college credit, coordinate with your college department’s chair. They may have a list of possible internships, one of which may be just what you are looking for. There is paperwork involved and they will need to sign off on your internship. Be prepared to discuss how a particular internship will benefit your studies. Some internships are competitive.
- Be sharp! Whether you approach a possible internship via mail, phone or in person, demonstrate professionalism.
- Some internships may require a letter of introduction (cover letter), a resume, references and, perhaps, even a portfolio. Begin to polish these pieces today. Those seeking interns are looking for someone who can step in and help them with their projects. Therefore, do all you can to prepare yourself by being an active leader in class projects and visiting and talking to PR/communications professionals. Learn their language. It is never too early to secure an internship. It is, however, often too late.

Once you land the interview, here are some tips and questions to ask yourself:

- Find as much information about your prospective employer as possible before your interview to show you have done your homework.
- Avoid interviewing somewhere that does not meet your needs. Does this company practice the same public relations work in which you are interested? (ex: non-profit, agency, technology, health, etc.)

A few questions you can ask of your prospective employer:

- What is the culture and organizational hierarchy of the organization?
- Does the company view public relations as more of a management function or a tactical function? (Does this matter to you?)
- What responsibilities will you have in the public relations department and/or elsewhere?
- How much ownership or initiative can you take on projects?
- What types of projects and how many projects will you be expected to take the lead on?
- How many hours are they expecting you to work?

Suggested Reading: "From College to Corporate" for some more helpful hints!