

Public Relations in Saudi Arabia

Student's Name

Institution

Public Relations in Saudi Arabia

Unfortunately, it is hard to determine the exact number of public relations practitioners in the country. The datasets provided by the Ministry of Labor (2017) include data on the number of people employed at firms representing various forms of economic activities; however, while it seems that public relations need to be included in the sector of Real Estate & Business Services, it is unclear what percentage of these 332,790 employees are public relations specialists. Furthermore, it is also important to emphasize that a substantial number of public relations practitioners in the country work at public relations departments of commercial enterprises or government organizations, which makes the task of calculating their number even more challenging.

Since it does not seem possible to provide exact data on the number of public relations practitioners, one may try calculating it on the basis of the data for some other country. In the United States of America, there were 270,000 public relations specialists and around 130.6 million employees in 2018 (U.S. Bureau of Labor Statistics, 2019). In other words, the number of public relations specialists constituted around 0.01447% of the overall workforce. In 2017, 9,935,534 persons were employed in Saudi Arabia (Ministry of Labor, 2017). The percentage of public relations practitioners among these people is definitely lower than 0.01447% because of two factors. First, as stated in other sections, the educational system of the country has a low capability in this field, as only four universities have public relations faculties. Second, the number of public relations jobs available online is very high. In particular, there are currently 2,440 vacancies on the website Naukrigulf.com (2020), which illustrates that the supply of public relations specialists struggles with meeting the market's demand. In this situation, it seems justified to assume that the number of public relations practitioners in the country is supposed to

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be around 0.002 – 0.005% of its workforce, which constitutes approximately 20,000 – 50,000 individuals. Unfortunately, it does not seem possible to provide a more detailed estimation due to the lack of data.

References

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