

COMMUNICATION

What can I do with this Major?

AREAS

BUSINESS

Sales
Customer Service
Management
Human Resources
Training and Development
Labor Relations
Writing/Editing
Office Management

EMPLOYERS

Product and service organizations
Retail stores
Hotels
Restaurants
Manufacturers
Financial companies
Insurance companies
Hospitals and other healthcare organizations
Print and electronic media
Other business corporations

STRATEGIES

Develop strong verbal and written communication skills.
Demonstrate excellent interpersonal skills.
Learn to work well on a team.
Join related professional associations. Get involved in other campus organizations.
Take business courses or earn a business minor.
Gain experience through internships, part-time, or summer jobs.
Develop computer skills in areas such as spread sheets, databases, and presentation software. -For more information about salary, job outlook and general descriptions: <http://www.bls.gov/ooh/>

PUBLIC RELATIONS/ADVERTISING

Public Relations
Advertising
Marketing
Corporate Public Affairs
Development
Media Analysis/Planning
Creative Directing
Writing/Editing
Audience Analysis
Public Opinion Research

Private corporations
Public service organizations
Public opinion research firms
Public relations firms
Advertising agencies
Public opinion organizations
Radio and television companies
Sports and entertainment organizations
Hospitality and tourism industry
Nonprofit organizations
Consulting firms
Freelance

Develop excellent writing skills.
Gain experience through internships, even if unpaid.
Serve as public relations officer of an organization.
Take additional courses in marketing, advertising, public relations, or other area of interest.
Develop a portfolio of writing samples, ad campaigns, and other relevant work.
Join related professional associations.
Be willing to move to locations with greater numbers of job opportunities.
Be prepared to start at the bottom and work to more desirable positions. -For more information about salary, job outlook and general descriptions: <http://www.bls.gov/ooh/>

NONPROFIT

Administration
Program Coordination
Grant Writing
Writing/Editing
Fundraising
Volunteer Coordination

Nonprofit organizations
Professional associations
Chambers of commerce
Community centers
Philanthropies
Hospitals

Take courses in psychology, sociology, or social work to broaden perspective.
Volunteer with community and campus organizations.
Learn to work well with different types of people.
Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership.
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MEDIA

Writing
 Editing
 Copywriting
 Publishing
 Producing
 Managing/Directing
 Research
 Media Sales

Publishing firms including newspaper, magazine and book
 Internet sites
 Television and radio stations
 Film industry

Develop excellent interpersonal and presentation skills.
 Take elective courses in journalism, broadcasting, public relations, and advertising.
 Develop research skills.
 Work for campus or local newspaper, radio station, or television station.
 Get related experience through internships, even if unpaid.
 Learn desktop publishing, webpage design, and other computer skills.
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GOVERNMENT

Public Information
 Campaigning
 Programming
 Legislative Assistance
 Research
 Lobbying
 Conflict Negotiation

All branches of local, state and federal government
 Political parties
 Political action committees

Learn local, state, and federal government job application process.
 Take courses in conflict management and develop negotiation skills.
 Volunteer to work on a local political campaign.
 Join related student organizations and earn leadership roles.
 Find an internship with a government organization to get a foot in the door.
 Maintain a strong grade point average as many government programs are very competitive.
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LAW

Law Assistance
 Prosecution
 Defense
 Contractual
 Corporate
 Nonprofit or Public Interest
 Government
 Mediation
 Lobbying

Law firms
 Government agencies
 Corporations
 Public interest organizations
 Private practice
 Colleges and universities

Plan on attending a specialized paralegal training school or law school depending upon area of interest.
 Participate in a debate or forensic team to hone communication skills.
 Join pre-law organizations.
 Obtain a part-time or summer job at a law office.
 Take courses in and gain experience with mediation and conflict resolution.
 For more information about salary, job outlook and general descriptions: <http://www.bls.gov/ooh/>

EDUCATION

Teaching
Research
Student Support Services including:
Admissions
Advising
Development
Student Affairs
Recruitment
Alumni Affairs

Colleges and universities

Ph.D. required for teaching and research in colleges and universities. Maintain a high grade point average and secure strong faculty recommendations. Earn a master's degree in college student personnel or a related field for administrative positions. Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, etc.
For more information about salary, job outlook and general descriptions: <http://www.bls.gov/ooh/>

GENERAL INFORMATION

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking by joining Toastmasters.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest.
- Obtain experience through part-time employment, co-op, internships, or volunteer experience.
- Get involved in campus activities and professional organizations.
- Speech communication is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs, and volunteering are critical in shaping a career path.
- Speech communication is also good preparation for graduate school in many disciplines.