



## What can I do with a major in... COMMUNICATION STUDIES

The Communication Studies major is designed to prepare students with foundational communication principles and relational communication skills for a wide variety of contexts and careers that involve working with people and are important for effective leadership, training, and service.

### What types of work are related to this degree?

Corporate sales  
Management  
Human resources  
Advertising and promotions  
Labor relations  
Public relations  
Customer service  
Training and development  
Creative directing  
Public opinion research  
Editing, writing and publishing  
Fundraising and event planning  
Public speaking  
Speech and copywriting  
Program coordination  
Campaigning

### Who employs people with this degree?

TV and cable companies  
Radio Stations  
Online/Print Publishers  
Professional organizations and associations  
Advertising agencies  
Small, medium and large-sized corporations  
Federal, state, & local governments  
Businesses & trade associations  
Colleges, universities & schools  
Non-profit & special interest groups  
Public relations & advertising firms  
Healthcare organizations  
Any company that has an internal communications function  
Any company that needs to present and maintain a company image to the public

More information online at [ONETonline.org](http://ONETonline.org)

### Strategies for Success:

- If you are looking for jobs within for-profit settings, consider taking business courses or even minoring in Business Administration.
- Most work places expect you to have a basic understanding of Microsoft Excel and Access Database; for this reason it may be wise to take "Introduction to Databases and Spreadsheets".
- Communication Studies 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. Develop a career goal and seek the right background to become a strong candidate.
- Explore specializations within professional fields. Select electives to enhance knowledge in area(s) of interest or find a minor that will add value.

### Professional Associations:

Public Relations Society of America  
National Association of Broadcasters  
Magazine Publishers of America  
American Society of Newspaper Editors  
National Communication Association  
International Communication Association

International Association of Business Communicators  
American Advertising Federation  
American Business Women's Association  
American Society for Training and Development  
The Association for Women in Communications  
Health Sciences Communication Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on the ROCK, Career Development tab.