

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 Type 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 at ONETonline.org

General 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 & Leadership Development or check out our online resources on our website or on myUNW, Career & Leadership Development tab.