Communication Studies

Marketable Skills

Communication Studies majors develop professional skills including:

- Strong critical thinking skills
- Experience measuring the media’s effect on society, business, specific groups, etc.
- Strong writing skills and experience adapting content for different audiences
- Experience facilitating conversations and presenting in front of groups
- Creative approaches to using media to influence, persuade, inform, and entertain
- Comfort working individually and as a member of a team
- The ability to locate, research, analyze, and synthesize complex information
- Reporting and editing skills

Relevant Fields

- Academia
- Advertising
- Advocacy
- Government
- Media
- Nonprofit Management
- Political Campaign Management
- Public Relations

Sample Occupational Titles

Bachelor’s Degree:

- Account Coordinator
- Community Relations Coordinator
- Events Coordinator
- Marketing Assistant
- Promotions Assistant
- Reporter / Journalist
- Social Media Coordinator/Specialist

Advanced Degree:

- Brand Manager
- Corporate Communications Manager
- Market Researcher
- Media Planner / Buyer
- Press Agent
- Public Affairs Director
- Research Specialist
- Sales and Marketing Manager
Print Resources

Find these titles and additional books, periodicals, and handouts in the Career Resource Library:

- **Career Opportunities in Journalism** by Jennifer Bobrow Burns
- **Careers in Advertising & Public Relations** by WetFeet Publishers
- **Jack O’Dwyer’s Newsletter: The Inside News of PR and Marketing Communications** (Available on the magazine rack in the Career Resource Library)
- **PR Week** (Available on the magazine rack in the Career Resource Library)
- The Idealist Guide to Nonprofit Careers for First-time Job Seekers by Meg Busse (coming soon)

Online Resources

Visit these websites and others listed in our School-Specific Resources:

- FabJobs at [www.fabjob.com/publicrelations.asp](http://www.fabjob.com/publicrelations.asp)
- Idealist at [www.idealist.org](http://www.idealist.org)
- JournalismJobs at [www.journalismjobs.com](http://www.journalismjobs.com)
- O*NET Resource Center at [www.onetcenter.org](http://www.onetcenter.org)
- TV Jobs at [www.tvjobs.com](http://www.tvjobs.com)

Professional Associations

The following professional associations offer career-related information and job listings:

- American Advertising Federation at [www.aaf.org](http://www.aaf.org)
- Institute for Global Communications at [www.igc.org/igc/gateway/index.html](http://www.igc.org/igc/gateway/index.html)
- Public Relations Society of America at [www.prsa.org](http://www.prsa.org)
- Society for Technical Communication at [www.stc.org](http://www.stc.org)
- Women in Communications at [www.womcom.org](http://www.womcom.org)

Find more professional associations at American Society of Association Executives at [www.asaecenter.org/Directories/AssociationSearch.cfm](http://www.asaecenter.org/Directories/AssociationSearch.cfm)