



# What can I do with a Major in... **Communications**

## **What is Communication at U of L?**

The best jobs in the new information society- in virtually every industry- will be filled by workers who can READ, WRITE, COMPUTE, COMMUNICATE, and THINK. The academic discipline called "Communication" studies the process of producing, sending, receiving, and interpreting messages; subdisciplines include theories of communication, group communication, information theory, intrapersonal communication, interpersonal communication, marketing, organizational communication, propaganda, public affairs, public relations, speech communications, and telecommunications.

### **Degrees in Communication at U of L:**

Bachelor of Arts in Communication

Bachelor of Science Communication

Minor in Communication

Master of Arts in Communication

## **Occupational Overview**

The field of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The field promotes the effective and ethical practice of human communication.

## **Employment Requirements**

A bachelor's degree is the minimum formal education required. Some areas may require a graduate degree, or may assist employment in highly competitive areas. Communication is a broad degree that can lead to job opportunities in many diverse fields. Therefore, it is crucial that students gain related experience and skills through internships, part-time work, or volunteering in their field of interest as undergraduates.

## **Career Opportunities in Communication:**

Television and Radio Stations  
Newspapers and Magazines  
Advertising and Public Relations  
Sports Marketing  
Internet  
Human Resource Management  
Events Planning



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## Communications

University Departments and Programs  
advertising or marketing specialist  
copy writer  
account executive  
sales manager  
media planner  
media sales representative  
public opinion researcher  
media buyer  
creative director  
language arts coordinator  
high school speech teacher  
forensics/debate coach  
college or university professor  
speech communication department chairperson  
market researcher  
actor  
announcer  
disc jockey  
news anchor  
public relations manager  
comedy writer  
casting director  
producer  
business manager  
researcher  
account executive  
floor manager  
talk show host  
broadcasting station manager  
director of broadcasting  
film/tape librarian  
community relations director  
unit manager  
film editor  
news director  
news writer  
transmitter engineer  
technical director  
advertising sales coordinator  
traffic/ continuity specialist  
media buyer  
sales manager  
media analyst



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media planner  
creative director  
audience analyst  
news writer  
public opinion researcher  
membership recruiter  
publicity manager  
advertising manager  
marketing specialist  
press agent  
lobbyist  
corporate public affairs specialist  
account executive  
development officer  
fund raiser

### Employers/Industries and Success Strategies:

**Business:** Sales – Customer service – Management – Human Resources – Training/Development – Labor relations – Writing/editing - Office management – Hotels – Restaurants – Financial and insurance companies – Hospitals - Retail

*Suggested Strategy:* Develop strong “transferable skills” in verbal/written communication, and interpersonal and computer skills. Gain related experience through internships and part-time or volunteer work. Take business courses or earn a minor. Join related professional organizations

**Public Relations/Advertising:** PR – Advertising – Marketing – Corporate public affairs – Development – Media analysis/planning – Creative directing – Writing/editing – Audience analysis – Public opinion research

*Suggested Strategy:* Take courses in PR/advertising. Join professional organizations. Serve as PR officer for an organization.

Gain experience through internships, volunteer, or part-time work. Develop a portfolio of your work. Develop strong writing skills.

**Media:** Writing – Editing – Copywriting – Publishing – Producing – Managing/directing – Research – Media sales – Publishing firms – Internet sites – Television and radio stations – Film industry

*Suggested Strategy:* Gain related experience through internships, volunteer, or part-time work. Work for campus or local newspaper, radio, or TV station. Learn desktop publishing, web design, and other computer skills. Take courses in journalism, broadcasting, public relations, and advertising. Develop “transferable skills” in interpersonal, presentation, and research skills.

**Nonprofit:** Administration – Program coordination – Grant writing – Writing/editing – Fundraising – Volunteer coordination – Nonprofit organizations – Professional associations – Chambers of Commerce – Community Centers – Hospitals - Philanthropies



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*Suggested Strategy:* Develop a wide array of skills in writing, speaking, budgeting, grant writing and leadership. Volunteer or intern with community or campus organizations. Take a wide variety of liberal arts courses to broaden perspective.

**Government:** Public information – Campaigning – Programming – Legislative assistance – Research – Lobbying – Conflict negotiation – All branches of local, state, and federal government – Political parties – Political action committees

*Suggested Strategy:* Obtain experience with a governmental organization. Volunteer to work on a political campaign. Join related student organizations and earn leadership roles. Take related courses (e.g., political science). Maintain a strong GPA

**Other Areas:** Law (Law assistance – All areas of law – Government – Mediation – Lobbying); Education (Teaching – Research – Student Support Services, e.g., admissions, advising, student affairs, alumni affairs)

*Suggested Strategy:* For law, plan on attending a specialized paralegal training school or law school, depending upon area of interest. Participate in debate or forensic team. Join pre-law organizations, and seek pre-law advisement through the College of Arts and Sciences. Obtain a part-time position at a law office. For education, get involved in campus leadership roles in student affairs areas (e.g., residence life). An advanced degree will likely be required for university staff or teaching positions.

### Related Links in the Communication Discipline:

#### Professional Association Links

Association for women in communications homepage <http://www.womcom.org>

Society for Technical Communication <http://www.stc.org>

Southern States Communication Association <http://ssca.net>

Public Relations Society of America <http://www.prsa.org>

Speech Communication Association - Undergraduate Student Organizations

<http://www.natcom.or>

International Communication Association <http://www.icahdq.org>

Institute for Global Communications <http://www.igc.org/igc/gateway/index.htm>

American Journalism Historians Association <http://www.ajha.org/>

Association of American Publishers <http://www.publishers.org>

Association of Authors and Publishers <http://www.authorsandpublishers.org>

Association of Directory of Publishers <http://www.adp.org>

Educational Paperback Association <http://www.edupaperback.or>

International Publishers Association <http://www.ipa-ue.org>

Magazine Publishers of America <http://www.magazine.org>

National Newspaper Publishing Association <http://www.nnpa.or>

International Communication Association <http://www.icahdq.org>

National Communication Association [www.natcom.or](http://www.natcom.or)

Association for Education in Journalism and Mass Communication <http://www.aejmc.org>

#### Career Planning Links

Exploring Occupations: Getting You Started on Your Career Path! <http://www.umanitoba.ca/counselling/careers.htm>



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Occupational Outlook Handbook <http://www.bls.gov/oco>

Business Communication Online Resources <http://www-rohan.sdsu.edu/course/mflatley/290web/bclinks.htm>

### Ideas for Volunteer/Internship/ Co-op

One advantage of going to U of L is being in Louisville. The city provides a huge selection of internships, so check out the internship pag to see the wide variety of opportunities available locally. Take a peek at a slide sho of the Comm Dept and see some possible career paths you can pursue with a degree in Communication.

### Salary/Outlook Info



<http://online.onetcenter.or>



<http://www.bls.gov/oco>