

## Career Options

- Advertising Coordinator
- Campaign Manager
- Communication Teacher/Professor
- Communications Director
- Community Affairs Liaison
- Career Counselor
- Digital Media Director
- Elected Official
- Employee Relations Specialist
- Foreign Services Officer
- Global Comm Specialist
- Global Relocation Counselor
- Human Resources Managers
- Intercultural/Diversity Trainer
- Interntl. Development Agent
- Interntl. Marketing Advisor
- Interntl. Student Services Dir.
- Journalist
- Lawyer
- Legislative Press Secretary
- Lobbyist
- Manager
- Marketing Manager
- Media Manager
- Media Sales Representative
- Mediator
- Meeting and Events Planner
- Multimedia Planner
- NGO Manager
- Paralegal
- Producer/Director
- Public Relations Representative
- Sales/Marketing Representative
- Screenwriter
- Social Media Coordinator
- Social Worker
- Speech Coach
- Speech Writer
- Travel Industry Representative
- Volunteer Services Director

## What is Communication Studies?

Communication Studies focuses on how people use messages to generate meaning. Students examine all aspects of communication, including the channels through which messages are transmitted (e.g. nonverbal, verbal, visual) and the media we use (e.g. print, television, computers). Students choose one of four concentrations that reflect the core contexts in which communication takes place: Interpersonal and Group Communication, Intercultural and International Communication, Rhetoric and Public Advocacy, and Digital Communication and Culture. As one of the most pragmatic and popular fields of academic study, Communication Studies provides an ideal springboard for a large variety of graduate degrees and an increasing number of careers.

## Occupational Opportunities

Communication skills rank highest among the skills that employers seek in job candidates. As a result, graduates work in a wide range of fields, including human resources, social services, education, intercultural relations, international development, politics, law, new media, journalism, management, marketing, and sales. Some occupations require additional training or advanced study. The major lends itself to a combination with numerous minors for additional career opportunities in related fields.

## Skills & Abilities

The skills at the core of the major are oral and written communication skills, teamwork skills, and skills in the use of communication technology; all contribute to success in the workplace. Other essential aptitudes include interpersonal, intercultural, and conflict resolution, critical thinking, and argumentation skills. Students also gain skills in empirical, interpretive, quantitative, and critical approaches to research. In addition, graduates will have the ability to give professional presentations, plan and facilitate discussions and meetings, formulate ethical positions, compare points of view, and provide civic leadership.

### Research and Problem-Solving

- Identifies problems and goals
- Designs projects
- Utilizes optimal research methods
- Collects and analyzes data
- Uses creative problem-solving skills
- Generates and evaluates solutions

### Human Relations

- Understands relationships
- Identifies needs of individuals
- Understands cultural values
- Recognizes discrimination
- Works as a team member/leader
- Understands social processes

### Oral Communication

- Speaks effectively in public
- Presents ideas and data clearly
- Creates persuasive messages
- Mediates/negotiates conflicts
- Uses visuals effectively

### Written Communication

- Writes concisely
- Cites and references correctly
- Presents information clearly
- Compares alternative viewpoints
- Edits effectively

### **Career Snapshot: Human Resources Manager**

A human resources manager plays a vital role in a company's success through recruiting, hiring, and training new employees as well as handling payroll, benefits, and disciplinary concerns for existing employees. The manager's primary responsibility is for personnel, compliance, employee relations, labor relations, staff development, affirmative action, and equal employment opportunity functions. The human resources manager also provides advice on complex internal and external matters such as complaints and/or grievances.

### **Career Snapshot: Intercultural Trainer/Coach**

Intercultural trainers provide knowledge and skills to manage cultural differences domestically and internationally. Trainers are hired by companies or as personal coaches to develop intercultural competencies, to resolve conflict, and to prepare employees for international assignments. They often provide information on specific cultures (e.g., China) and help clients to create trust, present ideas, participate in conference calls and meetings, communicate in writing, and negotiate successfully across cultures.

### **Career Snapshot: Speech Writer**

Speech writers write speeches to be delivered by politicians and public figures. Speech writers tend to concentrate on one area. For instance, they might specialize in politics, law, medical and health sciences, history, journalism, business, or social sciences. Speech writers must communicate with clients effectively to ensure they know what the client wants to say and how to say it. They also must have excellent rhetorical and argumentation skills in order to get the message across clearly and efficiently.

### **Career Snapshot: Social Media Coordinator**

Social media coordinators work to improve the Internet visibility of a company by overseeing and contributing to that company's presence on social media sites like Facebook and Twitter. Social media coordinators possess wide knowledge of various social media sites, proficiency with computers and web content, and solid marketing skills. Typical tasks include designing promotional web content, contributing to blogs, posting to media sites, and managing RSS feed.

## **Additional Resources**

U.S. Government's Occupational Outlook Handbook  
<http://bls.gov/oco>

National Communication Association (NCA)  
<http://www.natcom.org>

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

Federal Government Jobs  
<http://gogovernment.org>

U.S. Department of State Careers  
<http://careers.state.gov/>

Peace Corps  
<http://www.peacecorps.gov/>

Society for Intercultural Education, Training, and Research  
<http://www.sietarusa.org/>

National Association of Broadcasters  
<http://www.nab.org>

Media Bistro  
<http://www.mediabistro.com>

Indeed  
<http://www.indeed.com>

Idealist (non-profit opportunities)  
<http://www.idealist.org>

Association for Women in Communications  
<http://www.womcom.org>