

# COMMUNICATION STUDIES

What can I do with this degree?

AREAS	EMPLOYERS	STRATEGIES
<p><b><u>ADVERTISING</u></b>            Creative Services            Media            Research            Account Services            Administration            Print Production            Marketing            Publishing</p>	<p>Advertising agencies            Corporate advertising departments            Media (sales, research, marketing)            Specialty advertising firms</p>	<ul style="list-style-type: none"> <li>• Work in sales at campus newspaper, TV or radio station.</li> <li>• Obtain student-run business experience.</li> <li>• Find internship at market research firm.</li> <li>• Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm.</li> <li>• Compile portfolio of writing, graphics and ideas for creative department.</li> <li>• Get computer knowledge/experience for media.</li> <li>• Need statistics, data interpretation, and writing experience for research.</li> </ul>
<p><b><u>BOOK PUBLISHING</u></b>            Editorial            Sales/Marketing/            Promotion/Advertising            Publicity            Production            Subsidiary Rights            Textbooks            Electronic Publishing</p>	<p>Publishers:            Tradebooks            Paperbacks            Educational materials            Religious            University presses            Technical, scientific and medical            Mail-order            Book clubs</p>	<ul style="list-style-type: none"> <li>• Attend summer publishing institute to sharpen skills and contacts.</li> <li>• Become familiar with word processing.</li> <li>• Gain knowledge of printing and production.</li> <li>• Work with college or regional magazines and campus publications.</li> <li>• Work as sales clerk or book buyer in campus or local bookstore.</li> <li>• Find internships in area of interest.</li> <li>• Take technical writing courses for technical, scientific and medical publications.</li> </ul>
<p><b><u>PUBLIC RELATIONS</u></b>            Research            Health Communication            Writing and Editing            Special Events            Media Relations            Risk and Crisis Communication            Fund Raising            Marketing Communication            Management/Administration</p>	<p>Public relations firms            Advertising agency related PR firms            Corporate in-house public relations departments            Trade associations            Government agencies            Colleges and universities            Nonprofit organizations            Labor unions            Hospitals</p>	<ul style="list-style-type: none"> <li>• Secure internships.</li> <li>• Get practical experience.</li> <li>• Develop strong research and writing skills.</li> <li>• Perfect public speaking ability.</li> <li>• Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgment, and intelligence.</li> <li>• Develop creativity and initiative.</li> <li>• Develop planning and strategic thinking skills.</li> </ul>

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<b><u>NEWSPAPER PUBLISHING</u></b> Reporting Editing Advertising Sales Circulation Art and Design Marketing/Promotion News Graphics and Photography Production	Large circulation newspapers Local newspapers Wire services Trade newspapers Online publishers	<ul style="list-style-type: none"><li>• Get summer job or internship with newspaper.</li><li>• Work with college newspaper, yearbook, or alumni publication.</li><li>• Be active in professional journalism organizations.</li><li>• Demonstrate curiosity, high energy level, ability to produce under pressure and to withstand criticism, and excellent grammar and writing skills.</li><li>• Create a portfolio of writing samples.</li><li>• Develop computer skills and learn to design webpages.</li></ul>
<b><u>MAGAZINE PUBLISHING</u></b> Editorial Advertising Sales Promotion and Public Relations Circulation Design, Art and Production Photography	Major publishers: Consumer magazines Specialized magazines Technical and industrial publications Professional publications Merchandising and trade publications Labor unions Educational journals In-house publications News magazines Professional associations Religious organizations	<ul style="list-style-type: none"><li>• Secure internship with publisher.</li><li>• Work on campus publications.</li><li>• Find part-time or summer job with newspaper, magazine or print shop.</li><li>• Get sales experience.</li><li>• Join a professional journalism organization.</li><li>• Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability.</li><li>• Create a portfolio of writing samples.</li></ul>
<b><u>RADIO</u></b> News Sales Programming Production Promotion Administration	National networks National public radio State or regional networks Major, medium & small market stations Independent syndications	<ul style="list-style-type: none"><li>• Gain campus or local radio experience.</li><li>• Secure internships.</li><li>• Announce sports events.</li><li>• Host music programming for parties and social events.</li><li>• Coordinate, program and promote musical events.</li><li>• Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.</li></ul>

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<b><u>TELEVISION</u></b> Programming-Production News Advertising Sales Promotion Administration	Major networks Commercial broadcast stations Public television stations Cable television Private television production Government Business Corporations	<ul style="list-style-type: none"><li>• Secure internships.</li><li>• Gain experience in campus or local stations or independent production companies (latter for production).</li><li>• Join campus newspaper or publications staff.</li><li>• Participate in drama club-directing, acting, or technical crew.</li><li>• Become a debate club participant.</li><li>• Develop good writing, reporting, and editing skills.</li><li>• Gain knowledge of community and its needs.</li><li>• Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.</li></ul>
<b><u>TECHNICAL WRITING</u></b> Writing and Editing Technical Promotion News Releases Technical Advertising Technical Films and Videotapes	Hardware manufacturers Software companies Industry Automotive Aerospace Precision instrument Engineering Technical publications: journals and magazines Research laboratories Colleges and universities Government agencies Self-employed	<ul style="list-style-type: none"><li>• Work on college newspaper and campus publications.</li><li>• Join professional journalism or communications organizations.</li><li>• Develop word processing skills.</li><li>• Perfect clear and concise writing abilities.</li><li>• Demonstrate patience, flexibility, and strong interpersonal skills.</li></ul>