

COMMUNICATIONS

What is Communications? (from

<http://www.uncwil.edu/stuaff/career/Majors/communication.htm>)

“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.

Communication studies is the academic discipline that studies communication. 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.”

What are the career opportunities for a Communications Graduate?

Related Career Titles (from

<http://www.uncwil.edu/stuaff/career/Majors/communication.htm>)

Business and Industry Career Titles

Account Executive	Hospitality Manager	Paralegal
Advertising Manager	Hotel Manager	Personnel Specialist
Association Administrator	Human Resources Adm.	Presenter
Bank Officer	Industrial & Labor Relations Specialist	Print Production Coordinator
Claims Adjuster/Examiner	Insurance Agent/Broker	Promotions Manager
Consumer Affairs Specialist	Lawyer	Public Information Officer
Corporate Communications Director	Legal Assistant	Public Relations Specialist
Credit Manager	Management Analyst	Real Estate Agent/Broker
Customer Service Representative	Manager/Administrator	Recreation/Attractions Manager
Events Planner	Market Research Analyst	Recruiter
Fashion Merchandiser	Media Manager	Research Worker
Training & Development Specialist	Stockbroker	Service Representative
Travel Agent	Technical Writer	Special Events Coordinator
Restaurant Manager	Telemarketing Specialist	Speech Writer
Sales Representative	Retail Manager	

Communications and Media Relations Titles

Actor	Government Relations	Photojournalist
Advertising Account Executive	Graphic Artist	Producer- TV, Film, Theatre
Advertising Copywriter	Greeting Card Writer	Production Assistant
Broadcast Advertising Sales	Lighting Technician	Proofreader
Communications Lawyer	Market Research	Public Information Officer
Contestant/Guest Coord.	Media Buyer	Public Relations Assistant
Copywriter	Media Manager	Publisher
Director- Film, Video, Theatre	Narrator	Radio/TV Announcer
Editorial Assistant	News Writer/Editor	Reporter/Journalist
Electronic Publications	Photographer	Sales Representative
Script Writer	Telemarketer	TV News Anchor
Sports Promoter	Traffic Manager	Video Programmer
Sportscaster	TV Engineer	Writer/Author
Technical Writer		

Government and Social Services Career Titles

Campaign Manager	Government Advisor	Minister/Priest/Rabbi
Community Action Director	Health Services Admin.	Museum Director
Consumer Advocate	Human Resources Mgr.	Negotiator
Counselor	Interviewer	Planning Director
Development Officer	Lawyer	Political Aide
Documentarian	Legislative Aide	Probation & Parole Officer
Elected Official	Lobbyist	PSA Director
Foreign Service Officer	Media Specialist	Public Administrator
Recreation Coordinator	Speech Writer	Youth Worker
Social Services Administrator	Television Censor	Reader
Social Worker	Translator	

Education Career Titles

Administrator	Educational Tester	Public Relations Officer
Audio/Visual Specialist	Guidance Counselor	Recruiter
Camp Counselor	Teacher	Special Events Coordinator
Development Officer	Mediator	Educational Consultant
Student Services Specialist	Speech Pathologist	Spokesperson for Education
	Instructional Program Designer	

Learn more about the occupations listed above by going to <http://www.bls.gov/oco/home.htm>.

How do you get ready? (from <http://career.utk.edu/students/majors.asp>)

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within your major and the professional field. Select electives to enhance knowledge in area(s) of interest.
- Obtain experience through part-time employment, co-ops, internships or volunteer experience.
- Get involved in campus activities and professional organizations.
- Communications 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.
- Communications is also good preparation for graduate school in many disciplines.

Related Major Skills (from

<http://www.uncwil.edu/stuaff/career/Majors/communication.htm>)

Create powerful images with sight, sound, motion and words	Write press releases, scripts, or other promotional materials
Ability to write clearly	Effective speaking
Present specific viewpoints	Influential/persuasion skills
Synthesizing information	Interpretation skills
Reporting and editing skills	Create entertaining and persuasive messages
Demonstrate creativity and artistic expression	Define hypotheses
Evaluate ideas and presentation	Gather information and data
Compare and contrast evidence	Evaluate information and sources
Critical thinking skills	Develop market research
Measure media effects	Planning and managing skills

Work with deadlines	Work independently
Attention to detail	Work in teams / small groups
Identify and manage different needs of individuals and groups	Understand institutional and cultural values

What about the future? (from <http://www.bls.gov/oco/home.htm>)

“Employment of *news analysts, reporters and correspondents* to grow more slowly than average, with job growth likely to occur in newer media areas such as online publications.

Employment of *broadcast announcers* is projected to decline because of consolidation and low growth among radio and TV stations.

Employment of *writers and editors* should grow about as fast as the average, with the highest demand for technical writers, those with Web experience, and those with knowledge of specialized niche audiences.

Employment of *public relations specialists* is expected to grow faster than average, with demand for those who combine degrees in journalism, PR, advertising or other communications-related fields with PR work experience.

Most desirable to employers will be individuals who have practical experience gained at school newspapers or broadcasting stations, or through internships with news organizations.

At the same time, those holding college degrees in communications, journalism or English may also be attracted to work as writers and editors outside of traditional news media. While such positions will be competitive, employment is expected to grow about as fast as the average for all occupations. In particular, online publications and services have grown in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. Employment of salaried, non-reporter writers and editors for newspapers, periodicals, book publishers and nonprofit organizations is expected to increase as demand grows for these publications.

Most valued will be those writers and editors with some specialized knowledge. Demand for technical writers and writers with expertise in areas such as law, medicine or economics is expected to increase because of the continuing expansion of scientific and technical information and the need to communicate it to others. But many other forms of specialized knowledge can be highly valuable, such as strong knowledge of multicultural audiences or other specific niche audiences.”

For more specific job outlook information regarding communications occupations, refer to <http://www.bls.gov/oco/home.htm>.

Disclaimer

Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College or the Career Development Center.

Links found at <http://www.uncwil.edu/stuaff/career/Majors/communication.htm>.

Job and Internship Search Links

- American Association of Advertising Agencies Career Center <http://careercenter.aaa.org/search.cfm>
- Talent Zoo, <http://www.talentzoo.com>
- Advertising Media Internet Center, <http://www.amic.com>
- Sales & Marketing Jobs Nationwide, <http://marketingjobs.com>
- Mobile Marketing JobList <http://www.mobilemarketingjoblist.com>
- Work in Public Relations <http://workinpr.com/candidates/index.asp>
- The Write Jobs <http://www.writerswrite.com/jobs>
- Turner Jobs (for Turner Broadcasting divisions) <http://www.turner.com/jobs>
- Team Work Sports Team Jobs <http://www.teamworkonline.com/>
- Entertainment Careers.net <http://www.entertainmentcareers.net/>
- JournalismJobs, <http://www.journalismjobs.com>
- National Diversity Newspaper Job Bank, <http://www.newsjobs.com>
- Media Jobs <http://www.iwantmedia.com/jobs>
- Media Job Market <http://www.mediajobmarket.com/jobs/index.jsp>
- The Biz – Entertainment & Media Jobs <http://www.thebiz.variety.com>
- Media Jobs <http://www.lostremote.com/jobs>
- Media Jobs <http://www.mediabistro.com/joblistings>
- Media Jobs <http://paidcontent.org/jobs>
- International Arts Resources from Artslynx <http://www.artslynx.org>
- Jobs in the Performing Arts Industry – Marketing/PR/Management/Hospitality <http://www.artspresenters.org/networking/JobAvailableList.cfm>
- Entertainment Employment Journal <http://www.eej.com>
- Media Contacts – UK – Communications/PR/Editorial/Digital http://www.media-contacts.co.uk/index.php/mc/job_vacancies
- Film and TV production resources <http://www.mandy.com>
- www.workinsports.com

Professional Association Links

- Association for Women in Communications <http://www.womcom.org/>
- Society for Technical Communication <http://www.stc.org/>
- Wilmington Film Commission <http://www.wilmington-film.com>
- Public Relations Society of America <http://www.prsa.org/>
- Speech Communication Association - Undergraduate Student Organizations <http://www.natcom.org>
- International Communication Association <http://www.icahdq.org>

- Institute for Global Communications <http://www.igc.org/igc/gateway/index.html>
- 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.org>
- International Publishers Association <http://www.ipa-ue.org>
- Magazine Publishers of America <http://www.magazine.org>
- National Newspaper Publishing Association <http://www.nnpa.org>
- American Journalism Review, <http://www.ajr.org>
- Association for Education in Journalism and Mass Communication, <http://www.aejmc.org>
- Broadcast Education Association, <http://www.beaweb.org>
- American Association of Advertising Agencies <http://www2.aaa.org>
- American Advertising Federation <http://www.aaf.org/>

Miscellaneous Links

- Small Publishers, Artists and Writers Network <http://www.spawn.org>
- Small Publishers Association of North America <http://spannet.org>
- Industry Resources <http://www.bookbuilders.org/Res-electronic.html>
- Media Week <http://www.mediaweek.com>
- Publishers Weekly <http://www.publishersweekly.com>
- Break into a career in public relations <http://www.fabjob.com/publicrelations.asp>
- Moviemaker.com - key to getting your movie distributed.
<http://www.moviemaker.com>
- American Advertising Federation <http://www.aaf.org>