



Major to Career Guide

Communication

Degree: Bachelor of Arts

Introduction

Communication studies the use of language and speech for social purposes. Scholars in communication examine the basic structures and processes of communication by which people manage relationships, maintain social and cultural institutions, and accomplish tasks. Inflection, cultural specific words, terms, and dialect may be studied. Communication is the basis that forms the comprehensive expression of oral symbolism. Study in communication is geared toward understanding the many ways human beings develop, collect, disseminate, and transfer information verbally.

What are some potential occupations?

Communication Consultant
Communications Relations Specialist
Consumer Affairs/Education Narrator
Disc Jockey
Editor
Educator
Forensics Coach
Hotel Convention Coordinator
Industrial Information Specialist
Legal Assistant
Media Agent
Press Secretary/Aide
Program Coordinator
Promotion Officer
Publicity Assistant
Public Relations Specialist
Radio News Programmer/Reporter
TV Anchorperson
Real Estate Sales
Sales Representative
Speech Writer
Theatre Director
Tour Guide

What are some of the job tasks?

- Analyze, interpret, and appropriately convey physical and social events and behaviors
- Critical evaluation of arguments
- Design and present persuasive/analytical messages
- Speak in public

What are some desirable personal qualities?

- Ability to relate to people of varying backgrounds
- Ability and interest in language
- Good verbal and written communication skills
- Patience and the ability to work well with people
- Interest in other cultures
- Ability to use informational sources

Additional information

Experience acquired through cooperative education or internships can prove valuable in obtaining professional positions

A double major or minor in Journalism, English, or Business is beneficial

Graduate Study may be required for entry into certain positions

Who hires?

- Advertising Agencies
- Colleges/Universities
- Educational Agencies
- Entertainment Industry
- Film Industry
- Government Agencies
- Hospitals
- Industrial Firms
- Law Offices
- Marketing Firms
- Media Industry
- Political Organizations
- Private Corporations
- Public Relations Firms
- Research Firms
- Social Work Agencies
- Volunteer Agencies

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