WHAT CAN I DO WITH A MAJOR IN COMMUNICATION STUDIES

Study in communications is geared toward understanding the many ways human beings develop, collect, disseminate, and transfer information. It can examine historical communications, interpersonal and group dynamics, and the mass media. Also included are the various ways that communication informs, persuades, entertains, and controls.*

*Adapted from College Majors and Careers by Paul Pfifer and the College Board Book of Majors

SAMPLE OCCUPATIONS

<table>
<thead>
<tr>
<th>Public Relations/Advertising</th>
<th>Salesperson</th>
<th>Event Planner</th>
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</thead>
<tbody>
<tr>
<td>Advertising Salesperson</td>
<td>Real Estate Salesperson</td>
<td>Webmaster</td>
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<tr>
<td>Marketing Manager</td>
<td>Arbitrator/Mediator</td>
<td>Fundraising</td>
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<td>Public Relations Manager</td>
<td>Corporate Communications</td>
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<td>Market Researcher</td>
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<td>Politics/Government</td>
<td>Media</td>
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<td>Lobbyist</td>
<td>TV Newscaster</td>
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<td>Public Information Officer</td>
<td>Director</td>
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<td>Speech Writer</td>
<td>Reporter</td>
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<td>Business</td>
<td>Editor</td>
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<td>Trainer</td>
<td>Radio Announcer</td>
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<td>Human Resources Executive</td>
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TYPES OF EMPLOYERS

Law Firms
Publishers
Nonprofit Agencies
PR/Advertising Firms
Political Parties
Professional Associations
Film Companies
Public Opinion Research Firms
Real Estate Agencies

PREPARING FOR YOUR CAREER IN

Media: Write for campus and Charlotte-area periodicals/newsletters in order to build a portfolio, work for campus radio or TV stations, learn webpage design software related to publishing and media, learn to work under strict deadlines, be willing to take any job in the field to get your foot in the door, develop a strong network through internships or volunteering.

Politics: Volunteer to work on political campaigns, get involved with student government, do an internship with a government agency or politician and build your contacts.

Business: seek leadership opportunities within student organizations, develop thorough knowledge of word processing, database, presentation and spreadsheet computer programs, keep abreast of trends in business by reading trade journals and newspapers, take courses in business, be prepared to start in management-trainee programs, join related professional associations, gain experience and network through internships.

Public Relations/Advertising: take electives in psychology to better understand human decision-making and motivation theories, take courses in marketing and advertising, gain experience through an internship or volunteer work, join the Public Relations Student Society of America to learn more about the field and network with professionals, develop a portfolio of writing samples, ad campaigns, or other relevant work, consider moving to cities with larger number of job opportunities, be prepared to start at the bottom and work up.

RELATED WEBSITES

Society of Professional Journalists
www.spj.org

Public Relations Society of America
www.prsa.org

Association of American Publishers
www.publishers.org

American Association of Advertising Agencies
www.aaaa.org

North Carolina Association of Broadcasters
www.ncbroadcast.com

National Communications Association
www.natcom.org

HOW DO I KNOW IF IT’S RIGHT FOR ME?

ASSESS: Take a career assessment, such as the Strong Interest Inventory or MBTI, to see how your interests, values, and personality fit with majors and careers.

RESEARCH: Research the careers on this WCIDWAMI and thousands of other careers using these top career websites:


EXPLORE: Learn more about a career field of interest by job shadowing, attending a career panel, or participating in a Company Trek. Further your exploration while gaining valuable skills by completing an internship, co-op, volunteer, or research experience.

For the expanded version of this WCIDWAMI, visit career.uncc.edu/majors/communication

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