

COMMUNICATIONS

What can I do with this degree?

AREAS

ADVERTISING
Creative Services
Media
Research
Account Services
Administration
Print Production
Marketing
Publishing

EMPLOYERS

Advertising agencies
Corporate advertising departments
Media (sales, research, marketing)
Specialty advertising firms

STRATEGIES

Work in sales at campus newspaper, TV or radio station.
Obtain student-run business experience.
Find internship at market research firm.
Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm.
Compile portfolio of writing, graphics and ideas for creative department.
Get computer knowledge/experience for media.
Need statistics, data interpretation, and writing experience for research.

BOOK PUBLISHING

Editorial
Sales/Marketing/
Promotion/Advertising
Publicity
Production
Subsidiary Rights
Textbooks
Electronic Publishing

Publishers:

Tradebooks
Paperbacks
Educational materials
Religious
University presses
Technical, scientific and medical
Mail-order
Book clubs

Attend summer publishing institute to sharpen skills and contacts.
Become familiar with word processing.
Gain knowledge of printing and production.
Work with college or regional magazines and campus publications.
Work as sales clerk or book buyer in campus or local bookstore.
Find internships in area of interest.
Take technical writing courses for technical, scientific and medical publications.

NEWSPAPER PUBLISHING

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

Get summer job or internship with newspaper.
Work with college newspaper, yearbook, or alumni publication.
Be active in professional journalism organizations.
Demonstrate curiosity, high energy level, ability to produce under pressure and to withstand criticism, and excellent grammar and writing skills.
Create a portfolio of writing samples.
Develop computer skills and learn to design web pages.

(Communications/Journalism, p.2)

AREAS	EMPLOYERS	STRATEGIES
<u>MAGAZINE PUBLISHING</u> 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	Secure internship with publisher. Work on campus publications. Find part-time or summer job with newspaper, magazine or print shop. Get sales experience. Join a professional journalism organization. Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability. Create a portfolio of writing samples.
<u>TELEVISION</u> Programming-Production News Advertising Sales Promotion Administration	Major networks Commercial broadcast stations Public television stations Cable television Private television production Government Business Corporations	Secure internships. Gain experience in campus or local stations or independent production companies (latter for production). Join campus newspaper or publications staff. Participate in drama club-directing, acting, or technical crew. Become a debate club participant. Develop good writing, reporting, and editing skills. Gain knowledge of community and its needs. Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.
<u>RADIO</u> News Sales Programming Production Promotion Administration	National networks National public radio State or regional networks Major, medium & small market stations Independent syndications	Gain campus or local radio experience. Secure internships. Announce sports events. Host music programming for parties and social events. Coordinate, program and promote musical events. Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.

(Communications/Journalism, p.3)

AREAS	EMPLOYERS	STRATEGIES
<u>PUBLIC RELATIONS</u> Research Health Communication Writing and Editing Special Events Media Relations Risk and Crisis Communication Fund Raising Marketing Communication Management/Administration	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	Secure internships. Get practical experience. Develop strong research and writing skills. Perfect public speaking ability. Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgment, and intelligence. Develop creativity and initiative. Develop planning and strategic thinking skills.
<u>TECHNICAL WRITING</u> 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	Work on college newspaper and campus publications. Join professional journalism or communications organizations. Develop word processing skills. Perfect clear and concise writing abilities. Demonstrate patience, flexibility, and strong interpersonal skills.