# **COMMUNICATION STUDIES/SPEECH COMMUNICATION**

# What can I do with this major?

## **AREAS**

## **EMPLOYERS**

# **STRATEGIES**

#### **BUSINESS**

Sales

**Customer Service** 

Management

**Human Resources** 

Training and Development

**Labor Relations** 

Writing/Editing

Office Management

Product and service organizations

Retail stores

Hotels

Restaurants

Manufacturers

Financial companies

Insurance companies

Hospitals and other healthcare organizations

Print and electronic media

Other business corporations

Develop strong verbal and written communication skills.

Demonstrate excellent interpersonal skills.

Learn to work well on a team.

Join related professional associations. Get involved in other campus organizations.

Take business courses or earn a business minor. Gain experience through internships, part-time, or summer jobs.

Develop computer skills in areas such as spread sheets, databases, and presentation software.

#### PUBLIC RELATIONS/ADVERTISING

**Public Relations** 

Advertising

Marketing

Corporate Public Affairs

Development

Media Analysis/Planning

Creative Directing

Writing/Editing

**Audience Analysis** 

Public Opinion Research

Private corporations

Public service organizations Public opinion research firms

Public relations firms

Advertising agencies

Public opinion organizations

Radio and television companies

Sports and entertainment organizations

Hospitality and tourism industry

Nonprofit organizations

Consulting firms

Freelance

Develop excellent writing skills.

 $\label{eq:Gain-experience} Gain\, experience\, through\, internships, even\, if\, unpaid.$ 

Serve as public relations officer of an organization.

Take additional courses in marketing, advertising, public relations, or other area of interest.

Develop a portfolio of writing samples, ad campaigns, and other relevant work.

Join related professional associations.

Be willing to move to locations with greater numbers of job opportunities.

Be prepared to start at the bottom and work to more desirable positions.

# **AREAS**

# **EMPLOYERS**

## **STRATEGIES**

#### **MEDIA**

Writing

**Editing** 

Copywriting

Publishing

Producing

Managing/Directing

Research

Media Sales

Publishing firms including newspaper, magazine and book

Internet sites

Television and radio stations

Film industry

Develop excellent interpersonal and presentation skills.

Take elective courses in journalism, broadcasting, public relations, and advertising.

Develop research skills.

Work for campus or local newspaper, radio station, or television station.

Get related experience through internships, even if unpaid.

Learn desktop publishing, webpage design, and other computer skills.

#### **NONPROFIT**

Administration

**Program Coordination** 

**Grant Writing** 

Writing/Editing

Fundraising

Volunteer Coordination

Nonprofit organizations Professional associations Chambers of commerce Community centers Philanthropies Hospitals Take courses in psychology, sociology, or social work to broaden perspective.

Volunteer with community and campus organizations. Learn to work well with different types of people. Develop a wide array of skills including writing.

speaking, budgeting, grant writing, and leadership.

## **GOVERNMENT**

Public Information

Campaigning

Programming

Legislative Assistance

Research

Lobbying

Conflict Negotiation

All branches of local, state and federal government Political parties

Political action committees

Learn local, state, and federal government job application process.

Take courses in conflict management and develop negotiation skills.

Volunteer to work on a local political campaign.

Join related student organizations and earn leadership roles.

Find an internship with a government organization to get a foot in the door.

Maintain a strong grade point average as many government programs are very competitive.

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# **AREAS**

# **EMPLOYERS**

## **STRATEGIES**

#### LAW

Law Assistance Prosecution

Defense

Contractual

Corporate

Nonprofit or Public Interest

Government Mediation Lobbying Law firms

Government agencies

Corporations

Public interest organizations

Private practice

Colleges and universities

Plan on attending a specialized paralegal training school or law school depending upon area of interest.

Participate in a debate or forensic team to hone communication skills.

Join pre-law organizations.

Obtain a part-time or summer job at a law office.

Take courses in and gain experience with mediation and conflict resolution.

#### **EDUCATION**

**Teaching** 

Research

Student Support Services including:

Admissions

Advising

Development

Student Affairs

Recruitment

Alumni Affairs

Colleges and universities

Ph.D. required for teaching and research in colleges and universities. Maintain a high grade point average and secure strong faculty recommendations. Earn a master's degree in college student personnel

or a related field for administrative positions.

Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, etc.

#### **GENERAL INFORMATION**

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