



**Advertising / Public
Relations**

Business

Sales

- Customer service

- Management

- Insurance:

- Underwriting
- Claims management
- Sales

- Real estate:

- Property management
- Sales

- Human resources

- Training and development

- Labor relations

- Writing/Editing

- Corporate communication

- Office management

Business Employers

Product and service organizations

- Retail stores

- Hotels

- Restaurants

- Manufacturers

- Banks and financial institutions

- Insurance companies

- Hospitals and other healthcare organizations

- Print and electronic media

- Real estate agencies

- Consulting firms

- Research firms

Business Strategies

Earn a minor in business or take business classes.

- Develop strong verbal and written communication, interpersonal, and analytical skills.

- Learn to work well on a team.

- Seek leadership roles in other campus organizations.

- Gain experience through internships, part-time, or summer jobs.

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

- Join related professional associations.

- Conduct informational interviews to learn about jobs of interest and to build a network of contacts.

- Be prepared to start in entry-level positions such as management trainee programs.

- Look for companies that have an interest in hiring “any major.”

Public Relations and Advertising

Public relations

- Advertising

- Marketing

- Corporate public affairs

- Investor relations

- Development

- Event coordination

- Media analysis/planning

- Creative directing

- Writing/Editing

- Audience analysis

- Public opinion research

Public Relations and Advertising Employers

Private corporations

•Public relations firms

•Advertising agencies

•Radio and television companies

•Public opinion research firms

•Sports and entertainment organizations

•Hospitality and tourism industry

•Nonprofit organizations

•Government agencies

•Labor unions

•Educational institutions

•Consulting firms

•Freelance

Public Relations and Advertising Strategies

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

- Gain experience through internships, even if unpaid.

- Develop excellent writing and public speaking skills.

- Serve as public relations officer of an organization.

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

- Join related professional associations.

- Find a mentor in a related field to provide career guidance.

- Consider moving to cities with larger numbers of job opportunities.

- Be prepared to start at the bottom and work into positions with greater responsibility.

Media

Writing

•Editing

•Copywriting

•Publishing

•Producing

•Managing/Directing

•Research

•Media sales

•Media planning

•Broadcasting

Media Employers

Publishing firms including newspaper, magazine and book

- **Wire services and syndicates**

- **Literary agencies**

- **Internet sites**

- **Television and radio stations**

- **Film industry**

- **Freelance**

Media Strategies

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

- Develop excellent interpersonal, presentation, and research skills.

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

- Get related experience through internships, even if unpaid.

- Learn webpage design and software packages relevant to publishing and media.

- Develop a portfolio or audition tape depending on the industry.

- Be willing to take any job in the field to get a foot in the door.

Non-Profit

Administration

•Management

•Grant writing

•Writing/Editing

•Fundraising/Development

•Public relations

•Volunteer coordination

•Program coordination

•Research

•Religious Work:

- Pastoral and other religious leadership
- Mission work
- Religious camp administration
- Local ministries, e.g. youth, adult, education

Non-Profit Employers

Local and national nonprofit organizations

- Professional associations

- Chambers of commerce

- Community centers

- Philanthropies

- Hospitals

- Foundations

- Churches, synagogues, mosques

- Religious organizations (e.g. camps, retreat centers, denominational boards)

- Think tanks

Non-Profit Strategies

Take courses in psychology, sociology, or social work to broaden perspective.

- Develop a wide array of skills including writing, speaking, budgeting, and grant writing.

- Obtain leadership roles in relevant campus, church, or community groups.

- Complete one or more internship(s) with nonprofit organizations.

- Learn to work well with different types of people.

- Demonstrate knowledge and experience in a specialty area, e.g. public health, environment, urban issues.

- Research organizations' values to find a good fit with yours. It is critical that you are knowledgeable about and care about the organizations' missions.

- Consider earning a master's degree in public administration or non-profit administration.

- For religious work, research requirements to enter leadership in the faith you want to pursue. For example, Master of Divinity and denominational ordination are required for most clergy positions.

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General Communication Information

Communication Studies 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. Develop a career goal and seek the right background to become a strong candidate.

- Communication Studies is good preparation for graduate school in many disciplines including communication, law, education, business, public administration. Maintain a strong grade point average to increase opportunities for admission into graduate programs.

- Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest or find a minor that will add value.

- Develop strong written and verbal communication skills and excellent interpersonal skills. Gain experience with public speaking by joining Toastmasters.

- Get involved in campus activities and professional organizations. Learn to work well on a team and develop leadership skills.

- Build a network of contacts. Once in a position, find an experienced mentor.