



## CAREER *services* CENTER

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**XAVIER**  
UNIVERSITY

# CAREER OPPORTUNITIES FOR COMMUNICATION ARTS MAJORS

## SKILLS & ABILITIES OF THE COMMUNICATIONS ARTS MAJOR

### Organizing

- Planning and managing
- Working within deadlines
- Working independently
- Attending to details
- Working in teams and small groups

### Communication

- Writing clearly
- Speaking effectively
- Presenting specific viewpoints
- Influencing, persuading
- Synthesizing information
- Interpreting
- Reporting and editing
- Creating entertaining and persuasive messages
- Demonstrating creativity and artistic expression

### Interpersonal Relations

- Identifying and managing different needs of individuals, groups, and mass audiences
- Understanding institutional and cultural values
- Working in teams
- Rewriting/editing with others
- Explaining processes, plans, and concepts
- Interviewing people

### Research and Analysis

- Defining hypotheses
- Evaluating ideas and their presentation
- Gathering information and data
- Comparing/contrasting evidence
- Evaluating information and sources
- Thinking critically
- Developing market research

*\*Partially taken from the University of Kansas University Career Center*

## POTENTIAL CAREERS

### Business and Industry

- Sales Associate
- Corporate Communications Director
- Account Coordinator
- Advertising Coordinator
- Customer Representative
- Corporate Trainer
- Direct Marketer
- Human Resource Manager
- Investment Relations Manager
- Management Consultant\*
- Marketing Manager or Researcher
- Media Planner
- Publicist

### Film, Radio, and Telecommunications

- Announcer
- News Director
- Newscaster/Narrator
- Producer
- Writer (e.g. news, film, documentary)
- Director
- Audio/Visual Technician
- Sound Mixer
- Traffic Manager
- Film Editor
- Film/Editor Engineer
- Telecommunications Manager

*Additional graduate study is generally expected for those occupations marked with an \* on the above list.*

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## POTENTIAL CAREERS (continued)

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### Journalism and Publishing

- Editorial Project Manager
- Reporter
- Managing Editor
- Publisher
- Researcher
- Copy Editor
- Correspondent
- Photographer

### Government and Public Sector

- Lobbyist
- Public Relations Coordinator
- Legislative Press Secretary
- Community Affairs Director
- Special Events Promoter
- Attorney\*
- Public Affairs Analyst
- Media Consultant
- Experiential Educator

*Additional graduate study is generally expected for those occupations marked with an \* on the above list.*

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## TYPES OF EMPLOYERS

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- Private for-Profit
  - Government/Military
  - Non-Profit
  - Education
  - Self-Employed
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## TOP 10 OCCUPATIONS EMPLOYING PERSONS WITH A BACHELORS IN COMMUNICATION ARTS

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Artists, broadcasters, writers, editors, entertainers, PR specialists	17.6%
Top and mid-level managers, executives, administrators	12.6%
Sales occupations, including retail	8.3%
Insurance, securities, real estate, business services	8.2%
Other marketing and sales occupations	8.1%
Other management-related occupations	6.2%
Other administrative	5.3%
Other service occupations, except health	3.5%
Secretaries, receptionists, typists	2.6%
Accountants, auditors, other financial specialists	2.4%

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## POST GRADUATION ACTIVITIES

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- Most communications degree holders do not go on to complete an advanced degree. Only 18% eventually earn a type of graduate degree, and 3/4 of those are in fields unrelated to their major. One in five earn a master's degree in education and 17% go on to earn a degree in business.
- Most of those who earn a professional degree earn it in the field of law.

*\*Taken from The College Majors Handbook (Fogg, Harrington, & Harrington) 2004*

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## RELATED BOOKS IN THE CAREER RESOURCE LIBRARY (GSC 310)

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- *Careers in Advertising*
- *How to Thrive in the Public Relations Business: 35 Practical tips from a 35-year veteran*
- *Career Perspectives in Electronic Media*
- *Careers in Focus: Public Relations*
- *The Internship Series: The Media Internship Book 2007*
- *The Internship Series: Internships with America's Advertising Agencies 2008*
- *How to Get a Job in Television*
- *Resumes for Advertising Careers*
- *Sales and Marketing Resumes for \$100,000 Careers*