CAREER OPPORTUNITIES FOR COMMUNICATION ARTS MAJORS

SKILLS & ABILITIES OF THE COMMUNICATION ARTS MAJOR

<table>
<thead>
<tr>
<th>Organizing</th>
<th>Interpersonal Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning and managing</td>
<td>Identifying and managing different needs of individuals, groups, and mass audiences</td>
</tr>
<tr>
<td>Working within deadlines</td>
<td>Understanding institutional and cultural values</td>
</tr>
<tr>
<td>Working independently</td>
<td>Working in teams</td>
</tr>
<tr>
<td>Attending to details</td>
<td>Rewriting/editing with others</td>
</tr>
<tr>
<td>Working in teams and small groups</td>
<td>Explaining processes, plans, and concepts</td>
</tr>
<tr>
<td></td>
<td>Interviewing people</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>Writing clearly</td>
<td></td>
</tr>
<tr>
<td>Speaking effectively</td>
<td></td>
</tr>
<tr>
<td>Presenting specific viewpoints</td>
<td></td>
</tr>
<tr>
<td>Influencing, persuading</td>
<td></td>
</tr>
<tr>
<td>Synthesizing information</td>
<td></td>
</tr>
<tr>
<td>Interpreting</td>
<td></td>
</tr>
<tr>
<td>Reporting and editing</td>
<td></td>
</tr>
<tr>
<td>Creating entertaining and persuasive messages</td>
<td></td>
</tr>
<tr>
<td>Demonstrating creativity and artistic expression</td>
<td></td>
</tr>
</tbody>
</table>

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

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

**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

*Management Consultant is a career opportunity that may require additional qualifications or training.

---

**CAREER DEVELOPMENT OFFICE**

Xavier University
530 Conaton Learning Commons
3800 Victory Parkway
Cincinnati OH 45207-1161

---

**XAVIER UNIVERSITY**
• Film/Editor Engineer
• Telecommunications Manager

**Journalism and Publishing**
• Editorial Project Manager
• Reporter
• Managing Editor
• Publisher
• Researcher
• Copy Editor
• Correspondent

**Government and Public Sector**
• Lobbyist
• Public Relations Coordinator
• Legislative Press Secretary
• Community Affairs Director
• Special Events Promoter
• Attorney*
• Public Affairs Analyst
• Public Administration*

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

**TYPES OF EMPLOYERS**
• Private for-Profit
• Government/Military
• Non-Profit
• Education
• Self-Employed

**TOP 10 OCCUPATIONS**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artists, broadcasters, writers, editors, entertainers, PR specialists</td>
<td>17.6%</td>
</tr>
<tr>
<td>Top and mid-level managers, executives, administrators</td>
<td>12.6%</td>
</tr>
<tr>
<td>Sales occupations, including retail</td>
<td>8.3%</td>
</tr>
<tr>
<td>Insurance, securities, real estate, business services</td>
<td>8.2%</td>
</tr>
<tr>
<td>Other marketing and sales occupations</td>
<td>8.1%</td>
</tr>
<tr>
<td>Other management-related occupations</td>
<td>6.2%</td>
</tr>
<tr>
<td>Other administrative</td>
<td>5.3%</td>
</tr>
<tr>
<td>Other service occupations, except health</td>
<td>3.5%</td>
</tr>
<tr>
<td>Secretaries, receptionists, typists</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

**POST-GRADUATION ACTIVITIES**

• 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.

*Sources: University of Kansas University Career Center, The College Majors Handbook (Fogg, Harrington, & Harrington, 2004)*