



CAREER OPPORTUNITIES FOR COMMUNICATION ARTS MAJORS

SKILLS & ABILITIES OF THE COMMUNICATION 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

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

- Photographer

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

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%

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.