What Can I Do With a Major in…?
Communications

OVERVIEW
The best jobs in the new information society—virtually every industry—will be filled by workers who can READ, WRITE, COMPUTE, COMMUNICATE, and THINK.
A recent survey asked professionals to list "things students can do to get a job in the communications field." The top four responses were:
* Develop public speaking skills, computer (keyboarding) skills, and networking skills.
* Compete with campus debate/forensics teams or Toastmasters.
* Get involved with the campus radio/TV stations or newspaper.
* Work as a paraprofessional in campus offices such as admissions, orientation, leadership, career services, health & wellness, public information, etc.

Many occupations today require a college educated individual who can write and speak well, solve problems, learn new information quickly and work well with others on a team. This means that college graduates use their education in a wide variety of fields, and your future career may relate more to your personal career interests, work values and transferable skills than any specific academic major. However, the following list contains a representative sample of job titles of former graduates with a Communications major. Use this as an idea list, and remember that it represents some, but certainly not all, of the careers you might consider.

Students obtaining employment immediately upon graduation are usually those with the best college records and a willingness to relocate to find a job. Some of these jobs also require education beyond a Bachelor's degree.

RELATED CAREERS

<table>
<thead>
<tr>
<th>Account Executive</th>
<th>Industrial and Labor Relations Specialist</th>
<th>Production Assistant</th>
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<tbody>
<tr>
<td>Actor</td>
<td>Insurance Agent/Broker</td>
<td>Proofreader</td>
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<tr>
<td>Advertising Manager</td>
<td>Leadership Analyst</td>
<td>Real Estate Agent/Broker</td>
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<td>Advertising Account Executive</td>
<td>Legal Assistant</td>
<td>Recreation/Attractions Manager</td>
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<td>Advertising Copywriter</td>
<td>Lighting Technician</td>
<td>Recruiter</td>
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<td>Association Administrator</td>
<td>Linguist</td>
<td>Reporter/Journalist</td>
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<td>Bank Officer</td>
<td>Lobbyist</td>
<td>Research Worker</td>
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<td>Broadcast Advertising</td>
<td>Management Analyst</td>
<td>Restaurant Manager</td>
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<td>Campaign Manager</td>
<td>Market Research Analyst</td>
<td>Retail Manager</td>
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<td>Claims Adjustor</td>
<td>Marketing Director</td>
<td>Sales Representative</td>
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<td>Communications Lawyer</td>
<td>Media Buyer</td>
<td>Script Writer</td>
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<td>Community Action Coordinator</td>
<td>Media Manager</td>
<td>Service Representative</td>
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<tr>
<td>Contestant/Guest Coordinator</td>
<td>Mediator/Negotiator</td>
<td>Special Events Coordinator</td>
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<td>Copywriter</td>
<td>Minister/Priest/Rabbi</td>
<td>Speech Writer</td>
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<td>Corporate Communications</td>
<td>Narrator</td>
<td>Sports Promoter</td>
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<td>Credit Manager</td>
<td>News Writer/Editor</td>
<td>Sportscaster</td>
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<tr>
<td>Customer Service Representative</td>
<td>Paralegal</td>
<td>Stockbroker</td>
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<tr>
<td>Director—Film/Video/Theater</td>
<td>Photojournalist/Photographer</td>
<td>Teacher</td>
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<td>Electronic Publications Specialist</td>
<td>Presenter</td>
<td>Technical Writer</td>
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<td>Events Planner</td>
<td>Print Production Coordinator</td>
<td>Telemarketing Specialist</td>
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<td>Fashion Merchandiser</td>
<td>Probation and Parole Officer</td>
<td>Training and Development</td>
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<td>Foreign Service Officer</td>
<td>Promotional Manager</td>
<td>Travel Agent</td>
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<td>Government Relations Specialist</td>
<td>Public Information Officer</td>
<td>Traffic Manager</td>
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<tr>
<td>Greeting Card Writer</td>
<td>Public Relations Assistant/Manager</td>
<td>TV Engineer</td>
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<td>Hospitality Manager</td>
<td>Public Relations Specialist</td>
<td>TV News Anchor</td>
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<td>Hotel Manager</td>
<td>Publicity Director</td>
<td>Video Programmer</td>
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<td>Publisher</td>
<td>Writer/Author</td>
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<td>Producer—TV/Film/Theater</td>
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Career Services
TRINITY UNIVERSITY
MAJOR SKILLS

- Create powerful images with sight, sound, motion & words
- Write press releases, scripts, or other promotional materials
- Ability to write clearly
- Effective speaking
- Present specific viewpoints
- Influential/persuasion skills
- Synthesizing information
- Interpretation skills
- Reporting and editing skills
- Demonstrate creativity and artistic expression
- Define hypotheses
- Evaluate ideas and presentation
- Gather information and data
- Compare and contrast evidence
- Evaluate information and sources
- Critical thinking skills
- Develop market research
- Planning and managing skills
- Work with deadlines
- Work independently
- Attention to details
- Work in teams / small groups
- Identify and manage different needs of individuals, groups, etc.
- Understand institutional and cultural values
- Ability to write clearly
- Effective speaking
- Present specific viewpoints
- Influential/persuasion skills
- Synthesizing information
- Interpretation skills
- Reporting and editing skills

RELATED WEB SITES

Job Listings:
- TU Job Postings http://myinterface.com/trinity/student
- MonsterTRAK http://www.monstertrak.com
- Mobile Marketing JobList http://www.mobilemarketingjoblist.com
- The Write Jobs www.writerswrite.com/jobs

Professional Organizations:
- Association for women in communications homepage www.womcom.org/
- Society for Technical Communication http://www.stc.org/
- Wilmington Film Commission http://www.wilmington-film.com
- Southern States Communication Association http://ssca.net/
- Public Relations Society of America http://www.prsa.org/
- Speech Communication Association - Undergraduate Student Organizations www.natcom.org
- International Communication Association http://www.icaahdq.org
- International Association of Business Communications www.iabc.com
- Institute for Global Communications www.igc.org/igc/gateway/index.html
- American Journalism Historians Association http://ajhaonline.org/
- Association of American Publishers www.publishers.org
- Association of Authors and Publishers www.authorsandpublishers.org
- Educational Paperback Association www.edupaperback.org
- International Publishers Association www.ipa-uiue.org
- Magazine Publishers of America www.magazine.org
- National Newspaper Publishing Association www.nnpa.org
- American Society for Journalist & Authors www.asja.org
- American Speech-Language Hearing Association www.asha.org
- Women in Film www.wif.org

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