

COMMUNICATION MULTIMEDIA & REHTORIC

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

BUSINESS

Sales
Management
Human Resources/Personnel
Labor Relations
Public Relations
Customer Service
Training and Development
Writing/Editing
Buying
Consulting
Negotiator/Mediator

Business
Industry
Corporations
Consulting firms
Hospitality industry
Travel organizations
Airlines

Develop strong verbal and written communication skills.
Demonstrate excellent interpersonal skills.
Participate in activities to build team-player skills.
Join related professional associations.
Master's degree in Communications required for some positions.

PUBLIC RELATIONS/ADVERTISING

Publicity
Advertising/Marketing
Lobbying
Corporate Public Affairs
Development
Sales
Media Analysis/Planning
Creative Directing
News/Informational Writing
Audience Analysis
Public Opinion Research

Private corporations
Public service organizations
Public opinion research firms
Public relations firms
Chambers of Commerce
Advertising agencies
Public opinion organizations
Radio and television companies
Sports and entertainment organizations
Hospitality and tourism industry
Nonprofit organizations
Publishing firms
Consulting organizations
Free-lance

Develop excellent writing skills.
Complete internship in area(s) of interest.
Serve as public relations officer of organization.
Develop portfolio.
Join related professional association(s).

AREAS

EMPLOYERS

STRATEGIES

MEDIA

Writing
Editing
Copywriting
Public Relations
Script Writing
Publishing
Producing
Managing/Directing
Business Management
Research
Media Sales

Television and radio stations
Film industry
Publishing firms including newspaper, magazine and book

Develop excellent interpersonal and presentation skills.
Take elective courses in Journalism, Broadcasting, Public Relations and Advertising.

Acquire Business minor.
Develop research skills.
Get experience in sales.

ARTS AND ENTERTAINMENT

Announcing
Writing
Facility Management
Business Management
Producing/Directing
Development
Public Relations
Consulting
Marketing/Promotion
Critic

Music industry, including recording, radio and television, retailing, wholesaling, publicity, symphonies and orchestras, arenas and halls, and education
Theaters
Opera companies
Ballet companies
Performing arts support services
Specialized journalism firms
Art museums, galleries, auction galleries
Schools/training centers for the arts
Sports industry including team promotion, player management, journalism and announcing

Acquire knowledge, skills and related experience in area(s) of interest.
Join related professional organizations.

SOCIAL AND HUMAN SERVICES

Community Affairs
Recreation
Advocacy
Tourism
Writing/Editing
Social Work
Counseling

Local, state and federal government
Peace Corps
National programs including Americorps, etc.
Chambers of Commerce
Community centers
Philanthropies
Nonprofit organizations

Learn local, state and federal government job application process.
Take courses in counseling techniques.
Volunteer with community/campus organizations.

Master's degree in Social Work or Counseling and licensing required for some positions.

AREAS

EMPLOYERS

STRATEGIES

GOVERNMENT

Public Information
Campaigns
Programming
Legislative Branch
Research
Elected Official
Lobbying
Conflict Resolution

All branches of local, state and federal government
Political parties
Legislative offices and committees

Learn local, state and federal government job application process.

Take courses in conflict management and develop skills.

INTERNATIONAL RELATIONS AND NEGOTIATIONS

Broadcasting
Reporting
Foreign Relations
Foreign Correspondent

Private corporations with international interests
International corporations
International associations including United Nations and Radio Free Europe
Embassies
Chambers of Commerce
Newspapers and magazines

Become proficient in a foreign language(s).
Take courses relating to other cultures.
Get involved in activities with international students.
Spend a term/year abroad.

EDUCATION

Teaching
Research
Public Relations
Admissions
Advising
Development
Student Affairs Staff
Recruitment

Private and public schools, K-12
Colleges and universities

Learn about certification/licensing requirements.
Ph.D. required for teaching, research and administration in colleges and universities.
Master's degree often required for college and university staff positions.

LAW

Paralegal
Attorneys-at-law
Mediator

Government
Corporations
Public interest firms
Legal firms
Private practice
Colleges and universities

Attend specialized paralegal training school.
Obtain J.D. degree.

AREAS

EMPLOYERS

STRATEGIES

MEDICAL

Administration
Grant Writing
Public Relations
Training
Publications Editing
Health Communication
Research

Medical schools
Hospitals
Health care facilities

Business minor helpful.

Master's degree required for some positions.

HIGH TECHNOLOGY

Information Sciences
Human Information Theory/Processes
Human Communication Technologies
Training
Producing/Directing
Copywriting
Research

Industries
Business

Take courses in Information Sciences.
May need Master's degree in Information Sciences
in some positions.
Acquire computer skills.

GENERAL INFORMATION

- Develop strong written as well as verbal communication skills.
- Requires excellent interpersonal skills.
- Explore specializations within major and professional field.
- Select electives to support internships in area(s) of interest.
- Obtain experience through part-time employment, co-op, internships or volunteer experience.
- Get involved in campus activities and professional organizations.
- Develop team player skills and team experiences.