What Can I Do With A Major In Communication?

In an “information society” like ours, it is only natural that communication is one of the fastest growing industries. If you have ever dreamed about a career in journalism, radio, television, advertising, public relations or any field that involves using the media to address large and diverse audiences, Flagler’s communication program—that focuses as much on the development of practical skills as on theoretical knowledge—is sure to interest you. But that’s not all: the communication program also helps you develop the verbal, written and public speaking skills that are sought by employers across a wide variety of professions including business, education, government and the non-profit sector.

Possible Career Options
(Some may require further education/specialization)

Actor
Advertising Copy Writer/Director
Announcer
Book Designer
Broadcast State Manager
Camera Operator
Campaign Director
Columnist/Critic
Commentator
Community Relations Director/Liaison
Copy Editor
Creative Director
Disc Jockey
Entertainment Agent
Film Director/Producer
Foreign Relations Officer
Freelance Writer/Author
Fundraiser
Human Resources Specialist
Librarian
Lobbyist
Magazine Writer
Market Analyst
Media Analyst/Buyer/Planner/Relations
News Anchor/Supervisor
Newspaper Reporter
Online Editor
Photographer
Press Secretary
Producer
Proofreader
Public Information Officer
Public Relations Specialist
Publisher
Reporter
Research and Editorial Specialist
Sales Representative
Screen/Script Writer
Speech Instructor
Speech Writer
Staff Consultant
Technical Writer
Television Engineer
Tour Guide

Types of Employers

Private & Non-Profit Organizations
Advertising Agencies
Book Publishers
Cable Television
Community Arts Centers
Community Organizations
Educational Organizations
Entertainment Organizations
Film Companies
Financial Institutions
Foundations
Health Organizations
HMOs
Hospitals
Investment Firms
Labor Unions
Libraries/Museums
Magazines
Management/Consulting Firms
Manufacturing Firms
Market Research Companies
News Agencies
Newspapers
Pharmaceutical Companies
Professional Associations
Public Relations Firms
Radio Stations
Retail Stores
Telecommunications Firms
Television Stations

Government Agencies
Cultural Affairs
Department of Labor
Federal Retirement Thrift Investment Board
Library of Congress
National Endowment for the Humanities
National Park Service
National Science Foundation
National Telecommunications and Information Administration
Public Health Agencies
Small Business Administration US Information Agency
Voice of America
**Transferable Skills**

**General Skills**
- Works well under pressure
- Concentrates for long periods of time
- Meets deadlines

**Research Skills**
- Conducts and clearly explains research results
- Reads analytically and critically
- Understands and uses qualitative research techniques

**Problem Solving Skills**
- Makes critical observations and appropriate decisions

**Communication Skills**
- Reads, writes and speaks proficiently
- Possesses good listening and interviewing skills
- Possesses a comprehensive command of grammar and vocabulary

**Experiential Education**

- Working as a journalist for a newspaper
- Editing and proofreading books for a publishing company
- Developing newsletters for a non-profit organization
- Serving as student editor for a creative writing journal
- Researching stories for magazine articles
- Writing verses for a greeting card company
- Arranging a major specific speaker series conference

**Professional Associations**

- Ad Council, adcouncil.org
- The American Communication Association, americancomm.org
- American Film Institute, afi.com
- American Press Institute, americanpressinstitute.org
- The Association for Women in Communications, womcom.org
- National Communication Association, natcom.org
- Public Relations Society of America, prsa.org
- Society of Professional Journalists, spj.org

**Enhancing Your Employability**

- Join student organizations to develop leadership skills
- Participate in internships and field experience placements
- Become active in alumni and/or mentor networks
- Write and/or produce for the school newspaper, journal, radio, broadcasting channels
- Take part in mock interview opportunities

*Source: Rutgers University, Ashland University*