
WHAT CAN I DO WITH A MAJOR IN ... COMMUNICATION

OCCUPATIONAL OVERVIEW:

UNM's B.A. degree in Communication "helps to prepare students for a variety of careers including: sales, positions in organizations emphasizing internal communication, organizational training, management, human resources, or any career that involves or emphasizes communication" (from the UNM Department of Communication & Journalism website). Students choose to focus on one of five areas: intercultural communication, interpersonal communication, mass communication, organizational communication, or rhetoric.

EMPLOYMENT REQUIREMENT:

A bachelor's degree is the minimum formal education required. Some areas may require a graduate degree, or may assist employment in highly competitive areas. Communication is a broad degree that can lead to job opportunities in many diverse fields. Therefore, it is critical that students gain related experience and skills through internships, part-time work, or volunteering in their field of interest as undergraduates. Information on C& J internships can be found at: <http://www.unm.edu/~cjdept/curriculum/internships.html>

EMPLOYERS/INDUSTRIES & SUGGESTED STRATEGY:

Please ask your Career Advisor (CDF) for identifying employers or additional resources for your occupation of choice.

Business: Sales – Customer service – Management – Human Resources – Training/Development – Labor relations – Writing/editing – Office management – Hotels – Restaurants – Financial and insurance companies – Hospitals – Retail

Suggested Strategy: Develop strong "transferable skills" in verbal/written communication, and interpersonal and computer skills. Gain related experience through internships and part-time or volunteer work. Take business courses or earn a minor. Join related professional organizations (see BLS below for links to professional organizations).

Public Relations/Advertising: PR – Advertising – Marketing – Corporate public affairs – Development – Media analysis/planning – Creative directing – Writing/editing – Audience analysis – Public opinion research

Suggested Strategy: Take courses in PR/advertising. Join professional organization. Serve as PR officer for an organization. Gain experience through internships, volunteer, or part-time work. Develop a portfolio of your work. Develop strong writing skills.

Media: Writing – Editing – Copywriting – Publishing – Producing – Managing/directing – Research – Media sales – Publishing firms – Internet sites – Television and radio stations – Film industry

Suggested Strategy: Gain related experience through internships, volunteer, or part-time work. Work for campus or local newspaper, radio, or TV station. Learn desktop publishing, web design, and other computer skills. Take courses in journalism, broadcasting, public relations, and advertising. Develop "transferable skills" in interpersonal, presentation, and research skills.

Nonprofit: Administration – Program coordination – Grant writing – Writing/editing – Fundraising – Volunteer coordination – Nonprofit organizations – Professional associations – Chambers of Commerce – Community Centers – Hospitals – Philanthropies

Suggested Strategy: Develop a wide array of skills in writing, speaking, budgeting, grant writing and leadership. Volunteer or intern with community or campus organizations. Take a wide variety of liberal arts courses to broaden perspective.

Government: Public information – Campaigning – Programming – Legislative assistance – Research – Lobbying – Conflict negotiation – All branches of local, state, and federal government – Political parties – Political action committees

Suggested Strategy: Obtain experience with a governmental organization. Volunteer to work on a political campaign. Join related student organizations and earn leadership roles. Take related courses (e.g., pol. science). Maintain a strong GPA

Other Areas: Law (Law assistance – All areas of law – Government – Mediation – Lobbying); Education (Teaching – Research – Student Support Services, e.g., admissions, advising, student affairs, alumni affairs)

Suggested Strategy: For law, plan on attending a specialized paralegal training school or law school, depending upon area of interest. Participate in debate or forensic team. Join pre-law organizations, and seek pre-law advisement through the College of Arts and Sciences. Obtain a part-time position at a law office. For education, get involved in campus leadership roles in student affairs areas (e.g., residence life). An advanced degree will likely be required for university staff or teaching positions.

INFORMATIONAL WEBSITES:

Newspaper Careers
Magazine Publishers of America
The Rundown
Work in PR
Communications Roundtable
Careers in Newspapers
Careers in Marketing
Public Relations Society of America
International Film & TV Production Resources
TV Jobs
National Association of Broadcasters

<http://community.naa.org/>
<http://www.magazine.org/home/>
<http://www.tvrundown.com/>
<http://workinpr.com/index.asp>
<http://www.roundtable.org/>
<http://www.asne.org/>
<http://www.careers-in-marketing.com/ad.htm>
<http://www.prsa.org/>
<http://www.mandy.com>
<http://www.tvjobs.com>
<http://www.nab.org/>

OTHER INFORMATIONAL WEBSITES:

 <http://online.onetcenter.org>



<http://www.bls.gov/oco/>