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

INDUSTRIES AND TARGET EMPLOYERS:
A variety of employers specifically recruit UNM students and alumni. Consult UNM's Lobo Career Connection for a complete list of employers and current job postings. Speak with a Career Development Facilitator at the UNM Office of Career Services for help with 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

Public Relations/Advertising: PR, Advertising, Marketing, Public affairs, Media analysis, directing, Writing/editing for media outlets, Public opinion research

Media: Writing, Editing, Copywriting, Publishing, Producing/directing, Research, Sales, Firms, Television and radio stations, Film industry

Nonprofit: Administration, Program management, Grant writing, Writing/editing, Fundraising, Professional associations, Chambers of Commerce, Community Centers, Hospitals

Government: Campaigning, Programming, Legislative, Research, Conflict negotiation/mediation, local, state, and federal government, Political parties, Political action committees

Other Areas: Law and/or education

SUGGESTED STRATEGIES
• Join professional organizations. Serve as an officer for an organization.
• Develop a portfolio of your work.
• Work for campus or local newspaper, radio, or TV station.
• Learn desktop publishing, web design, and other computer skills.
• Gain related professional experience through involvement in internships, student employment, Co-ops, and/or volunteer opportunities.
• Conduct informational interviews with professionals to gain in depth knowledge about the profession as well as broaden your professional network.
• Shadow professionals in fields of interest to gain a better understanding of their occupation and to build relationships with professional mentors.
• Build your network and get involved on campus through student organizations and campus events. Find organizations and events at the Student Activities Center website.
- Attend career related campus events such as career fairs, company information sessions, and or career workshops.
- Students who are interested in graduate school should maintain a high undergraduate GPA and develop relationships with faculty and community leaders.
- Speak with mentors and faculty about career opportunities.
- Job leads can be found on your department’s website, list-serv, newsletters, and social media sites.

STATE AND NATIONAL WAGES:
Adapted from CareerOneStop (2013)

<table>
<thead>
<tr>
<th>Location</th>
<th>10%</th>
<th>25%</th>
<th>Median</th>
<th>75%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>$30,800</td>
<td>$40,100</td>
<td>$54,200</td>
<td>$74,100</td>
<td>$101,000</td>
</tr>
<tr>
<td>New Mexico</td>
<td>$29,200</td>
<td>$38,400</td>
<td>$51,000</td>
<td>$66,200</td>
<td>$80,300</td>
</tr>
</tbody>
</table>

INFORMATIONAL WEBSITES:

- Department of Communication and Journalism – UNM: http://www.unm.edu/~cjdept/
- Newspaper Careers: http://community.naa.org/
- Magazine Publishers of America: http://www.magazine.org/home/
- The Rundown: http://www.tvrundown.com/
- Communications Roundtable: http://www.roundtable.org/
- Careers in Newspapers: http://www.asne.org/
- Public Relations Society of America: http://www.prsa.org/
- International Film & TV Production Resources: http://www.mandy.com
- TV Jobs: http://www.tvjobs.com
- National Association of Broadcasters: http://www.nab.org/

OTHER INFORMATIONAL WEBSITES:

- http://online.onetcenter.org
- http://www.bls.gov/oco/

REFERENCES:
University of New Mexico, Department of Communication and Journalism (2013). Degrees. Retrieved from http://cjdept.unm.edu/