

What you can do with a degree in **Communications**



The following is a sample of occupational titles and work settings related to Communication.

Keep in mind that career options are not dictated solely by choice of major.

Just as there are many careers open to graduates of any major, there are many paths to careers that do not require a specific degree. Use this information as a beginning guide to exploring options.

Sample Job Titles:

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| • Account Manager | • Desktop Publisher | • Investor Relations Specialist | • Public Relations Specialist/Manager |
| • Advertising & Promotions Manager | • Director of Development | • Job Analyst | • Radio Announcer |
| • Advertising Sales Agent | • Director & Producer | • Lawyer/Lobbyist | • Recruiter |
| • Alumni Relations and Development Specialist | • Director of Photography | • Labor and Industrial Relations Specialist | • Reporter |
| • Arbitrator | • Editor | • Lobbying Organizer | • Sales Manager |
| • Art Director (Film, Radio, TV) | • Employment Benefits Specialist | • Management Analyst | • Sales Representative |
| • Artist | • Employment Interviewer | • Market Research Analyst | • Sound Engineering Technician |
| • Audio/Video Equipment Technician | • Event Planner | • Marketing Manager | • Special Event Planner |
| • Audiovisual Collections Specialist | • Film Editor | • Media Market Analyst | • Speechwriter |
| • Blog Writer | • First Line Supervisor | • Media Specialist, School Library | • Sports Announcer |
| • Campaign Manager | • Fundraising Director | • Mediator | • Sports Marketing Director |
| • Cinematographer | • Global Relations Strategist | • Meeting and Convention Planner | • Strategic Planner |
| • Clergy | • Global Sales Representative/Manager | • News Analyst/Broadcast News Analyst | • Training Specialist |
| • Communications Equipment Operator | • Graphic Designer | • Newspaper Editor | • Technical Director |
| • Copywriter | • General & Operations Manager | • Patient Advocate | • Technical Writer |
| • Corporate Communications Manager | • Hospitality Manager | • Print Production Manager | • Telecommunications Specialist |
| • Corporate Recruiter | • Human Resources Manager | • Producer, Film/Radio/TV | • Training Specialist |
| • Data Analyst | • Intercultural Communications Specialist | • Production Planner | • Translator/Interpreter |
| | | • Program Director | • Travel Agent |
| | | | • Web Developer |
| | | | • Writer |

Possible Professional Settings:

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|---------------------------|------------------------------------|----------------------------|------------------------------|
| • Advertising Agencies | • Human Resources Departments | • News/Information Offices | • Radio/TV/Cable Companies |
| • Boards of Education | • Independent Production Companies | • Newspapers, Magazines | • Restaurants |
| • Communications Agencies | • Insurance Companies | • Non-Profit Organizations | • Retail Stores |
| • Communications Offices | • Libraries | • Photo Agencies | • Theaters |
| • Consulting Firms | • Lobby Organizations | • Photo Studios | • Telecommunication Firms |
| • Corporations | • Manufacturers | • Public Relations Firms | • Tourist/Travel Agencies |
| • Government Agencies | • Marketing Departments | • Schools | • Video Production Companies |
| • Hotels | | • Publishing Companies | |

Resources:

The following lists are samples of resources available for learning more about majors and careers.*

Websites Related to this Field

- Corporation for Public Broadcasting: www.cpb.org/jobline
- Communication Jobs: <http://www.communicationsjobs.net/>
- JournalismJob.com: www.journalismjobs.com
- Media Bistro: www.mediabistro.com
- The Maslow Media Group: www.maslowmedia.com
- The Write Jobs: www.writeswrite.com/writejobs/
- Advertising Educational Foundation - <http://aef.com/>
a career guide with career descriptions, planning advice, and interviews with advertising professionals.
- American Speech-Language-Hearing Association: <http://www.asha.org/>
Information about employment settings, market trends, and other points of interests
- Vocational Information Center: www.khake.com/page43.html
An extensive list of links for broadcast media and journalism careers.
- College Grad: <https://collegegrad.com/careers/broadcast-and-sound-engineering-technicians>
Information about broadcast and sound engineering, job descriptions, job outlook, and earnings information

Professional Associations - Samples

- American Association of Advertising Agencies: www.aaaa.org
- American Society of Journalists & Authors: www.asja.org
- Association for Women in Communications: www.womcom.org
- International Association of Business Communicators: www.iabc.com
- International Communication Association: www.icahdq.org
- National Association of Black Journalists: www.nabj.org
- National Association of Broadcasters: www.nab.org
- Public Relations Society of America: www.prsa.org
- Women in Film: www.womeninfilm.org
- National Communication Association: <http://www.natcom.org/>
- International Communication Association: <http://www.icahdq.org/>
- Society for Cinema and Media Studies: <http://www.cmstudies.org/>

Sample Internship Sites & Volunteer Opportunities

- <https://spu.edu/administration/center-career-calling/prepare/finding-an-internship/internship-locations>

General Career Information

- Occupational Outlook Handbook: www.bls.gov/ooh/
- The Occupational Information Network, (O*Net): www.onetonline.org

SPU Resources

- Department Website: <http://www.spu.edu/depts/commjournal/>
- Major & Career Exploration (GS 2001 - 2 credits, offered every quarter)
- Career Counseling: call 206.281.2485 or stop by the Center for Career and Calling on the second floor of the SUB
- Academic Advising: www.spu.edu/depts/sas
- Academic Catalog: www.spu.edu/academics.aspx

* Websites are current as of August 2020. If any go inactive, please let us know.