

COMMUNICATIONS

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
ADVERTISING <ul style="list-style-type: none"> • Creative Services • Media • Research • Account Services, Administration • Print Production • Marketing, Publishing 	<ul style="list-style-type: none"> • Advertising agencies • Corporate advertising departments • Media (sales, research, marketing) • Specialty advertising firms 	<ul style="list-style-type: none"> ❖ Work in sales at campus newspaper, TV or radio station. ❖ Obtain student-run business experience. ❖ Find internship at market research firm. ❖ Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm. ❖ Compile portfolio of writing, graphics and ideas for creative department. ❖ Get computer knowledge/experience for media. ❖ Need statistics, data interpretation, and writing experience for research.
BOOK PUBLISHING <ul style="list-style-type: none"> • Editorial • Sales/Marketing/Promotion/Advertising • Publicity • Production • Subsidiary Rights • Textbooks • Electronic Publishing 	PUBLISHERS <ul style="list-style-type: none"> • Trade books • Paperbacks • Educational materials • Religious • University presses • Technical, scientific and medical • Mail-order • Book clubs 	<ul style="list-style-type: none"> ❖ Attend summer publishing institute to sharpen skills and contacts. ❖ Become familiar with word processing. ❖ Gain knowledge of printing and production. ❖ Work with college or regional magazines and campus publications. ❖ Work as sales clerk or book buyer in campus or local bookstore. ❖ Find internships in area of interest. ❖ Take technical writing courses for technical, scientific and medical publications.
NEWSPAPER PUBLISHING <ul style="list-style-type: none"> • Reporting • Editing • Advertising Sales • Circulation • Art and Design • Marketing/Promotion • News Graphics and Photography • Production 	<ul style="list-style-type: none"> • Large circulation newspapers • Local newspapers • Wire services • Trade newspapers • Online publishers 	<ul style="list-style-type: none"> ❖ Get summer job or internship with newspaper. ❖ Work with college newspaper, yearbook, or alumni publication. ❖ Be active in professional journalism organizations. ❖ Demonstrate curiosity, high energy level, ability to produce under pressure and to withstand criticism, and excellent grammar and writing skills. ❖ Create a portfolio of writing samples. ❖ Develop computer skills and learn to design web pages.
MAGAZINE PUBLISHING <ul style="list-style-type: none"> • Editorial • Advertising Sales • Promotion and Public Relations • Circulation • Design, Art and Production • Photography 	MAJOR PUBLISHERS <ul style="list-style-type: none"> • Consumer/News magazines • Specialized magazines • Technical and industrial publications • Professional publications • Merchandising and trade publications • Labor unions • Educational journals • In-house publications 	<ul style="list-style-type: none"> ❖ Secure internship with publisher. ❖ Work on campus publications. ❖ Find part-time or summer job with newspaper, magazine or print shop. ❖ Get sales experience. ❖ Join a professional journalism organization. ❖ Demonstrate creative spirit, writing skills, verbal and proofreading ability. ❖ Create a portfolio of writing samples.

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TELEVISION <ul style="list-style-type: none"> • Programming-Production • News • Advertising Sales • Promotion • Administration 	<ul style="list-style-type: none"> • Major networks • Commercial broadcast stations • Public television stations • Cable television • Private television production • Government • Business Corporations 	<ul style="list-style-type: none"> ❖ Secure internships. ❖ Gain experience in campus or local stations or independent production companies (latter for production). ❖ Join campus newspaper or publications staff. ❖ Participate in drama club-directing, acting, or technical crew. ❖ Become a debate club participant. ❖ Develop good writing, reporting, and editing skills. ❖ Gain knowledge of community and its needs. ❖ Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.
RADIO <ul style="list-style-type: none"> • News • Sales • Programming • Production • Promotion • Administration 	<ul style="list-style-type: none"> • National networks • National public radio • State or regional networks • Major, medium & small market stations • Independent syndications 	<ul style="list-style-type: none"> ❖ Gain campus or local radio experience. ❖ Secure internships. ❖ Announce sports events. ❖ Host music programming for parties and social events. ❖ Coordinate, program and promote musical events. ❖ Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.
PUBLIC RELATIONS <ul style="list-style-type: none"> • Research • Health Communication • Writing and Editing • Special Events • Media Relations • Risk and Crisis Communication • Fund Raising • Marketing Communication • Management/Administration 	<ul style="list-style-type: none"> • Public relations firms • Advertising agency related PR firms • Corporate in-house public relations departments • Trade associations • Government agencies • Colleges and universities • Nonprofit organizations • Labor unions • Hospitals 	<ul style="list-style-type: none"> ❖ Secure internships. ❖ Get practical experience. ❖ Develop strong research and writing skills. ❖ Perfect public speaking ability. ❖ Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgment, and intelligence. ❖ Develop creativity and initiative. ❖ Develop planning and strategic thinking skills.
TECHNICAL WRITING <ul style="list-style-type: none"> • Writing and Editing • Technical Promotion • News Releases • Technical Advertising • Technical Films and Videotapes 	<ul style="list-style-type: none"> • Hardware manufacturers • Software companies • Industry, Automotive, Aerospace • Precision instrument, Engineering • Technical publications: journals & magazines • Research laboratories • Colleges and universities • Government agencies 	<ul style="list-style-type: none"> ❖ Work on college newspaper and campus publications. ❖ Join professional journalism or communications organizations. ❖ Develop word processing skills. ❖ Perfect clear and concise writing abilities. ❖ Demonstrate patience, flexibility, and strong interpersonal skills.

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LINKS

[Magazine Publishers of America](#)

[TV Jobs from TV Rundown](#)

[Work in PR](#)

[Careers in Advertising and PR](#)

[Public Relations Society of America](#)

[Film and Television Production Directory / Employment Opportunities](#)

[TV Jobs Broadcast Employment Services](#)

[National Association of Broadcasters](#)

[Announcers from the Occupational Outlook Handbook](#)

[Advertising, Marketing, Promotions, Public Relations, and Sales Managers from the Occupational Outlook Handbook](#)

[Public Relations Specialists from the Occupational Outlook Handbook](#)

[News Analysts, Reporters, and Correspondents from the Occupational Outlook Handbook](#)

[Television, Video, and Motion Picture Camera Operators and Editors from the Occupational Outlook Handbook](#)

[Radio and Television Broadcasting from the Occupational Outlook Handbook](#)