

COTTEY

What Can I Do With A Major In . . . ?

Communications

Communications majors examine the many ways in which information and ideas are exchanged in modern society. Study in communications focuses on understanding the ways humans develop, collect, disseminate and transfer information through symbols, particularly via the mass media. Also included are the various ways in which communication serves to inform, persuade, entertain, and control. Students may study the history of political and religious speeches, write reviews of television programs and films, explore the sociology of interpersonal and group dynamics, evaluate the impact of the media on individuals and society, and inquire into ethics of communication. Major areas of specialization include journalism, telecommunications, film, television, radio, and advertising.

IS THIS MAJOR FOR YOU?

You might like this major if you also like: group discussions; writing; volunteering for political or service organizations; the internet; movies; radio and television; student government; and making presentations.

Consider this major if you are good at: writing, active listening, interpersonal communication; creativity; critical thinking/reading; leadership; problem solving; and teamwork.

EMPLOYMENT SETTINGS

- Colleges and universities
- Government agencies
- Non-profit and special interest groups
- Corporations or consulting firms
- Advertising agencies
- Print and online publishers
- Public and private research groups

SAMPLE OCCUPATIONS

- Television/Radio Broadcaster
- Public Relations Specialist
- Advertising/Marketing Manager
- Attorney
- Business/Industry Management Trainer
- Business Executive
- Communications Consultant
- Special Events Coordinator
- Promotions Manager
- Sales Representative

ACADEMIC ASSISTANCE CENTER RESOURCES

Opportunities in Broadcasting Careers

Career Opportunities in Television, Cable, Video . . .

Careers in Advertising

Sales and Marketing Careers

Great Jobs for Communications Majors

Careers in Communications

Opportunities in Telecommunications Careers

TYPICAL COURSES IN THIS MAJOR

- Public Speaking
- Interpersonal Communications
- Argument and Debate
- Small Group Communication
- Interviewing
- Organizational Communications
- Communications Theory
- Media Criticism
- Public Relations

OTHER MAJORS YOU MIGHT LIKE

- Journalism
- Graphic Design
- English
- Drama and Theater
- Photography
- Media Studies

WEBSITES TO VISIT

National Communication Association
www.natcom.edu

Association for Women in Communications
<http://www.womcom.org/>

International Speech and Communication Association
<http://www.isca-speech.org/>