

COMMUNICATIONS

What is Communications?

“Communications requires a core of intellectually rigorous conceptual courses and professional skills courses in one of two tracks: Journalism or Public Relations and Advertising Communication. The core courses provide a broad, critical and humanistic understanding of the communication process and its interaction with society. Other courses allow students to refine their skills in journalism, advertising, public relations and electronic publishing. The Communications major prepares students for careers in the mass media and professional communicators in a variety of corporate, government and non-profit settings, and for advanced study in communications. Albright College Communications students are encouraged to become informed and critical consumers of media products.”

Business and Industry Career Titles (from <http://uncw.edu/career/communicationstudies.html>)

Account Executive	Hospitality Manager	Paralegal
Advertising Manager	Hotel Manager	Personnel Specialist
Association Administrator	Human Resources Adm.	Presenter
Bank Officer	Industrial & Labor Relations Specialist	Print Production Coordinator
Claims Adjuster/Examiner	Insurance Agent/Broker	Promotions Manager
Consumer Affairs Specialist	Lawyer	Public Information Officer
Corporate Communications Director	Legal Assistant	Public Relations Specialist
Credit Manager	Management Analyst	Real Estate Agent/Broker
Customer Service Representative	Manager/Administrator	Recreation/Attractions Manager
Events Planner	Market Research Analyst	Recruiter
Fashion Merchandiser	Media Manager	Research Worker
Training & Development Specialist	Stockbroker	Service Representative
Travel Agent	Technical Writer	Special Events Coordinator
Restaurant Manager	Telemarketing Specialist	Speech Writer
Sales Representative	Retail Manager	

Communications and Media Relations Titles (from <http://uncw.edu/career/communicationstudies.html>)

Actor	Government Relations	Photojournalist
Advertising Account Executive	Graphic Artist	Producer- TV, Film, Theatre
Advertising Copywriter	Greeting Card Writer	Production Assistant
Broadcast Advertising Sales	Lighting Technician	Proofreader
Communications Lawyer	Market Research	Public Information Officer
Contestant/Guest Coord.	Media Buyer	Public Relations Assistant
Copywriter	Media Manager	Publisher
Director- Film, Video, Theatre	Narrator	Radio/TV Announcer
Editorial Assistant	News Writer/Editor	Reporter/Journalist
Electronic Publications	Photographer	Sales Representative
Script Writer	Telemarketer	TV News Anchor
Sports Promoter	Traffic Manager	Video Programmer
Sportscaster	TV Engineer	Writer/Author
Technical Writer		

Government and Social Services Career Titles (from <http://uncw.edu/career/communicationstudies.html>)

Campaign Manager	Government Advisor	Minister/Priest/Rabbi
Community Action Director	Health Services Admin.	Museum Director
Consumer Advocate	Human Resources Mgr.	Negotiator
Counselor	Interviewer	Planning Director
Development Officer	Lawyer	Political Aide
Documentarian	Legislative Aide	Probation & Parole Officer
Elected Official	Lobbyist	PSA Director
Foreign Service Officer	Media Specialist	Public Administrator
Recreation Coordinator	Speech Writer	Youth Worker
Social Services Administrator	Television Censor	Reader
Social Worker	Translator	

Education Career Titles (from <http://uncw.edu/career/communicationstudies.html>)

Administrator	Educational Tester	Public Relations Officer
Audio/Visual Specialist	Guidance Counselor	Recruiter
Camp Counselor	Teacher	Special Events Coordinator
Development Officer	Mediator	Educational Consultant

Student Services Specialist	Speech Pathologist	Spokesperson for Education
	Instructional Program Designer	

Learn more about the occupations listed above by going to <http://www.bls.gov>

How do you get ready?

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within your major and the professional field. Select electives to enhance knowledge in area(s) of interest.
- Obtain experience through part-time employment, co-ops, internships or volunteer experience.
- Get involved in campus activities and professional organizations.
- Communications is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs and volunteering are critical in shaping a career path.
- Communications is also good preparation for graduate school in many disciplines.

Related Major Skills (from <http://uncw.edu/career/communicationstudies.html>)

Create powerful images with sight, sound, motion and words	Write press releases, scripts, or other promotional materials
Ability to write clearly	Effective speaking
Present specific viewpoints	Influential/persuasion skills
Synthesizing information	Interpretation skills
Reporting and editing skills	Create entertaining and persuasive messages
Demonstrate creativity and artistic expression	Define hypotheses
Evaluate ideas and presentation	Gather information and data
Compare and contrast evidence	Evaluate information and sources
Critical thinking skills	Develop market research
Measure media effects	Planning and managing skills
Work with deadlines	Work independently
Attention to detail	Work in teams / small groups
Identify and manage different needs of individuals and groups	Understand institutional and cultural values

What about the future?

“Employment of reporters, correspondents, and broadcast news analysts is projected to decline 9 percent from 2014 to 2024. Employment of reporters and correspondents is projected to decline 8 percent, while employment of broadcast news analysts is projected to decline 13 percent from 2014 to 2024.”

“Employment of public relations specialists is projected to grow 6 percent from 2014 to 2024, about as fast as the average for all occupations.”

“Employment of advertising and promotions managers is projected to grow 5 percent from 2014 to 2024, about as fast as the average for all occupations. Employment of marketing managers is projected to grow 9 percent from 2014 to 2024, faster than the average for all occupations.”

For more specific job outlook information regarding communications occupations, refer to <http://www.bls.gov/>

Disclaimer

Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College Experiential Learning and Career Development Center.

Job and Internship Search Links

- Talent Zoo, <http://www.talentzoo.com>
- Advertising Media Internet Center, <http://www.amic.com>
- The Write Jobs <http://www.writerswrite.com/jobs>
- Team Work Sports Team Jobs <http://www.teamworkonline.com/>
- Entertainment Careers <http://www.entertainmentcareers.net/>
- JournalismJobs, <http://www.journalismjobs.com>
- Variety <http://variety.com/>
- Media Jobs <http://www.mediabistro.com/joblistings>
- Film and TV Production Resources <http://www.mandy.com>
- Work in Sports www.workinsports.com
- Creative Jobs <http://www.creativehotlist.com/>
- Hoo Jobs PR, Social Media & Communications Jobs <http://hoojobs.com/>

Professional Association Links

- Association for Women in Communications <http://www.womcom.org/>
- Society for Technical Communication <http://www.stc.org/>
- Wilmington Film Commission <http://www.wilmingtonfilm.com/>
- Public Relations Society of America <http://www.prsa.org/>
- Speech Communication Association - Undergraduate Student Organizations <http://www.natcom.org>
- International Communication Association <http://www.icahdq.org>

- Institute for Global Communications <http://www.igc.org/igc/gateway/index.html>
- Association of American Publishers <http://www.publishers.org>
- Association of Directory of Publishers <http://www.adp.org>
- Educational Paperback Association <http://www.edupaperback.org>
- Magazine Publishers of America <http://www.magazine.org>
- National Newspaper Publishing Association <http://www.nnpa.org>
- American Journalism Review, <http://www.ajr.org>
- Association for Education in Journalism and Mass Communication, <http://www.aejmc.org>
- Broadcast Education Association, <http://www.beaweb.org>
- American Association of Advertising Agencies <http://www.aaaa.org/>
- American Advertising Federation <http://www.aaf.org/>
- National Communication Association <http://www.natcom.org>

Miscellaneous Links

- Small Publishers, Artists and Writers Network <http://www.spawn.org>
- Publishers Weekly <http://www.publishersweekly.com>
- Movie Maker <http://www.moviemaker.com>