

SOME CAREER POSSIBILITIES FOR COMMUNICATION STUDIES/CORPORATE COMMUNICATION

Business and Industry

Sales Representative

Human Resource Staff and Managers

Corporate Communication Staff and Managers

Customer Service Representative

Lobbyist for business, industrial, agricultural, education, labor, and citizen groups and interests

Labor Relations Specialist

Fund-raising and other positions with not-for-profit agencies and organizations

Health care communication specialists with hospitals, retirement communities, and other medical and health facilities

Communication researcher for all types of research such as market research, political research, public opinion research, and attitude and opinion research.

Event Creation, Promotion, and Management

Tourism/Travel Attractions, Promotion and Development

Professional and Trade Associations

Sports Information and Promotions

Government and Politics

Government positions at all levels: Local, state, Federal and international

Military officer and public affairs/public information officer

Diplomatic Corps, U.S. Information Agency, State Department and all other U.S. Government Agencies and Bureaus

Elected Political Positions

Campaign consulting, organizing, and speech writing

Congressional/Senate/State Legislature staff members

- Legislative aide
- Press Secretary
- Speech Writer
- Researcher

Education

Teaching at all levels: elementary, secondary, community college, technical college, and university

College positions outside of teaching:

- Placement
- Admissions
- Registration and Records
- Financial Aid
- Student Recruiting
- Public Affairs/Public Information
- Development/Advancement
- Alumni Affairs

Entrepreneurial Careers

Create and own one's own consulting business dealing with crisis communication, speech writing and training, intercultural communication training for multinational companies, organizational and corporate communication research and training, and any other aspects of communication.

Professional Preparation

A major in Communication Studies or Corporate Communication also well prepares a graduate for further education in graduate school, law school, or seminary.

In short, a Communication Studies or Corporate Communication graduate will have learned to:

- Make professional-quality presentations
- Communicate effectively with people from different cultures and countries
- Work well on teams
- Provide leadership to teams and organizations
- Use communication technology effectively
- Maintain high ethical standards
- Initiate, implement, and manage special projects
- Motivate others and enhance moral of groups and organizations
- Develop effective relationships with others
- Evaluate and assess communication in organizations
- Choose between alternative courses of communication options
- Work effectively with not-for-profit as well as commercial and governmental organizations
- Stimulate creative thinking
- Promote organizations and agencies to clients, employees, and the public