# COMMUNICATION STUDIES/SPEECH COMMUNICATION

## What can I do with this major?

### AREAS

**BUSINESS**
- Sales
- Customer Service
- Management
- Human Resources
- Training and Development
- Labor Relations
- Writing/Editing
- Office Management

**PUBLIC RELATIONS/ADVERTISING**
- Public Relations
- Advertising
- Marketing
- Corporate Public Affairs
- Development
- Media Analysis/Planning
- Creative Directing
- Writing/Editing
- Audience Analysis
- Public Opinion Research

### EMPLOYERS

**BUSINESS**
- Product and service organizations
- Retail stores
- Hotels
- Restaurants
- Manufacturers
- Financial companies
- Insurance companies
- Hospitals and other healthcare organizations
- Print and electronic media
- Other business corporations

**PUBLIC RELATIONS/ADVERTISING**
- Private corporations
- Public service organizations
- Public opinion research firms
- Public relations firms
- Advertising agencies
- Public opinion organizations
- Radio and television companies
- Sports and entertainment organizations
- Hospitality and tourism industry
- Nonprofit organizations
- Consulting firms
- Freelance

### STRATEGIES

**BUSINESS**
- Develop strong verbal and written communication skills.
- Demonstrate excellent interpersonal skills.
- Learn to work well on a team.
- Join related professional associations. Get involved in other campus organizations.
- Take business courses or earn a business minor.
- Gain experience through internships, part-time, or summer jobs.
- Develop computer skills in areas such as spreadsheets, databases, and presentation software.

**PUBLIC RELATIONS/ADVERTISING**
- Develop excellent writing skills.
- Gain experience through internships, even if unpaid.
- Serve as public relations officer of an organization.
- Take additional courses in marketing, advertising, public relations, or other area of interest.
- Develop a portfolio of writing samples, ad campaigns, and other relevant work.
- Join related professional associations.
- Be willing to move to locations with greater numbers of job opportunities.
- Be prepared to start at the bottom and work to more desirable positions.
## MEDIA
- Writing
- Editing
- Copywriting
- Publishing
- Producing
- Managing/Directing
- Research
- Media Sales

### Employers
- Publishing firms including newspaper, magazine and book
- Internet sites
- Television and radio stations
- Film industry

### Strategies
- Develop excellent interpersonal and presentation skills.
- Take elective courses in journalism, broadcasting, public relations, and advertising.
- Develop research skills.
- Work for campus or local newspaper, radio station, or television station.
- Get related experience through internships, even if unpaid.
- Learn desktop publishing, webpage design, and other computer skills.

## NONPROFIT
- Administration
- Program Coordination
- Grant Writing
- Writing/Editing
- Fundraising
- Volunteer Coordination

### Employers
- Nonprofit organizations
- Professional associations
- Chambers of commerce
- Community centers
- Philanthropies
- Hospitals

### Strategies
- Take courses in psychology, sociology, or social work to broaden perspective.
- Volunteer with community and campus organizations.
- Learn to work well with different types of people.
- Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership.

## GOVERNMENT
- Public Information
- Campaigning
- Programming
- Legislative Assistance
- Research
- Lobbying
- Conflict Negotiation

### Employers
- All branches of local, state and federal government
- Political parties
- Political action committees

### Strategies
- Learn local, state, and federal government job application process.
- Take courses in conflict management and develop negotiation skills.
- Volunteer to work on a local political campaign.
- Join related student organizations and earn leadership roles.
- Find an internship with a government organization to get a foot in the door.
- Maintain a strong grade point average as many government programs are very competitive.
### AREAS

<table>
<thead>
<tr>
<th>LAW</th>
<th>LAW Assistance</th>
<th>Prosecution</th>
<th>Defense</th>
<th>Contractual</th>
<th>Corporate</th>
<th>Nonprofit or Public Interest</th>
<th>Government</th>
<th>Mediation</th>
<th>Lobbying</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>Teaching</th>
<th>Research</th>
<th>Student Support Services including:</th>
<th>Admissions</th>
<th>Advising</th>
<th>Development</th>
<th>Student Affairs</th>
<th>Recruitment</th>
<th>Alumni Affairs</th>
</tr>
</thead>
</table>

### EMPLOYERS

| Law firms | Government agencies | Corporations | Public interest organizations | Private practice | Colleges and universities |

| LAW          | Plan on attending a specialized paralegal training school or law school depending upon area of interest. | Participate in a debate or forensic team to hone communication skills. | Join pre-law organizations. | Obtain a part-time or summer job at a law office. | Take courses in and gain experience with mediation and conflict resolution. |

### STRATEGIES

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking by joining Toastmasters.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest.
- Obtain experience through part-time employment, co-op, internships, or volunteer experience.
- Get involved in campus activities and professional organizations.
- Speech communication 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.
- Speech communication is also good preparation for graduate school in many disciplines.