



# Communication

## » Areas/Industries

### Eastern Activities:

- ✓ Campus Lantern
- ✓ ETV News
- ✓ Public Relations Student Society of America
- ✓ WECS Radio

### Examples of Professional Organizations

- ✓ American Advertising Federation
- ✓ American Society of Journalists & Authors
- ✓ National Association of Broadcasters
- ✓ National Communication Association
- ✓ National Newspaper Publishers Association
- ✓ Public Relations Society of America
- ✓ Society for New Design

### Employable Skills

- ✓ Exceptional Oral & Written Communication Skills
- ✓ Detail-Oriented
- ✓ Research Skills
- ✓ Persuasion Skills
- ✓ Evaluation and Reporting Skills

### Business

- **Sample Employers:** Product and Service Organizations, Hospitality, Financial Institutions, Media, Healthcare, Manufacturing, Insurance
- **Sample Roles:** Sales, Customer Service, Insurance, Management, Human Resources, Training & Development, Corporate Communication
- **Tips & Advice:**
  - Consider a minor in business
  - Develop strong teamwork skills
  - Seek out leadership roles on campus
  - Complete an internship
  - Develop tech skills in databases and presentation software
  - Look for management trainee positions out of college

### Public Relations/ Advertising

- **Sample Employers:** Private Corporations, Public Relations Firms, Advertising Agencies, Entertainment Organizations, Nonprofits
- **Sample Roles:** Public Relations, Advertising, Marketing, Investor Relations, Event Coordination, Media Analysis
- **Tips & Advice:**
  - Develop a portfolio of writing samples & other relevant work
  - Take marketing and public relations courses
  - Serve as a public relations officer of a campus organization
  - Participate in an internship
  - Find a mentor in a related field of interest

### Media

- **Sample Employers:** Publishing Firms, Wire Service, Internet Sites, Television and Radio Stations, Film Industry, Freelance
- **Sample Roles:** Writing, Editing, Producing, Directing, Copy-writing, Publishing, Media Sales, Research
- **Tips & Advice:**
  - Earn a Ph.D. for post-secondary teaching and advanced research positions
  - Seek experience and research opportunities in specialty areas, such as botany

### Biotechnology

- **Sample Employers:** BioTech Companies, Federal Government, Plant Propagation and Production Businesses, Colleges & Universities
- **Sample Roles:** Agriculture, Biological Engineering, Food Sciences, Medicine
- **Tips & Advice:**
  - Develop a portfolio or audition tape
  - Take courses in public relations, journalism, etc
  - Develop strong research and public speaking skills through internships and campus organization
  - Be familiar with software packages related to media and publishing

### Additional Areas/Industries:

- **Government**
  - City/Town Manager, Community Affairs, Foreign Service
- **Law**
  - Lawyer, Corporate or Non-Profit Law
- **Higher Education**
  - Professor, Researcher, University Communications, Fundraising/ Development

# More Information | Communication

## Where our majors have completed internships:

- ❖ Henkel
- ❖ Clarus Commerce
- ❖ Simplify Compliance
- ❖ American Cancer Society Inc.
- ❖ Legrand North America
- ❖ iHeartMedia
- ❖ Ticket Network Inc.
- ❖ Blue Buffalo Co.
- ❖ Brookdale Associates
- ❖ Bic Corporation
- ❖ Epsilon
- ❖ Honeywell
- ❖ Travelers
- ❖ Lego Systems
- ❖ Kayak Inc.

## »Where Our Alumni Are:

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓