

What can I do with a...

# Major in Communications?

<i>I CAN GO IN TO...</i>	<i>AND POSSIBLY WORK FOR...</i>	<i>DOING THIS CAN HELP ME GET THERE...</i>	<i>SAMPLE COMPANIES</i>	<i>SAMPLE TITLES</i>
CAREER AREA	POTENTIAL EMPLOYERS & INDUSTRIES	CAREER PREPARATION STRATEGIES	SAMPLE LIST FOR THIS MAJOR	SAMPLE LIST FOR THIS MAJOR
<b>BUSINESS</b>				
Sales Customer Service Management Insurance: <ul style="list-style-type: none"> <li>Underwriting</li> <li>Claims Management</li> <li>Sales</li> </ul> Real Estate: <ul style="list-style-type: none"> <li>Property Management</li> <li>Sales</li> </ul> Human Resources Training and Development Labor Relations Writing/Editing Corporate Communication Office Management	<ul style="list-style-type: none"> <li>Product and service organizations</li> <li>Retail stores</li> <li>Hotels</li> <li>Restaurants</li> <li>Manufacturers</li> <li>Banks and financial institutions</li> <li>Insurance companies</li> <li>Hospitals and other healthcare organizations</li> <li>Print and electronic media</li> <li>Real estate agencies</li> <li>Consulting firms</li> <li>Research firms</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>Verbal and written communication, interpersonal, analytical skills, and teamwork.</li> <li>Computer skills in areas such as spread sheets, databases, and presentation software.</li> </ul> <p><b>Gain experience</b> Seek leadership roles in Com Club.</p> <p><b>Network</b> Conduct informational interviews to learn about jobs of interest and to build a network of contacts.</p> <p><b>Pursue a minor</b> Business</p> <p><b>Pursue graduate school</b> Click or tap here to enter text.</p>	Accruent Texas Association of Charitable Clinics KEYENCE Corporation of America Traylor Bros., Inc. FDM Group Keep Texas Beautiful Downtown Austin Alliance Boys and Girls Clubs of South Central Texas	<p><b>Job titles</b></p> Business Development Representative Professional Development Program Customer Master Representative Assistant Business Manager/Purchasing Agent Technical Sales Representative Communications Coordinator <p><b>Internship titles</b></p> Communications Intern Business Office Internship Marketing & Communications Intern

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<b>PUBLIC RELATIONS/ADVERTISING</b>				
<ul style="list-style-type: none"> <li>Public Relations</li> <li>Advertising</li> <li>Marketing</li> <li>Corporate Public Affairs</li> <li>Investor Relations</li> <li>Development</li> <li>Event Coordination</li> <li>Media Analyses/Planning</li> <li>Creative Directing</li> <li>Writing/Editing</li> <li>Audience Analysis</li> <li>Public Opinion Research</li> </ul>	<ul style="list-style-type: none"> <li>Private corporations</li> <li>Public relations firms</li> <li>Advertising agencies</li> <li>Radio and television companies</li> <li>Public opinion research firms</li> <li>Sports and entertainment organizations</li> <li>Hospitality and tourism industry</li> <li>Nonprofit organizations</li> <li>Government agencies</li> <li>Educational institutions</li> <li>Consulting firms</li> <li>Freelance</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>Marketing, advertising, and public relations.</li> <li>Writing and public speaking skills.</li> <li>Develop a portfolio of writing samples, ad campaigns, and other relevant work.</li> </ul> <p><b>Gain experience</b> Serve as public relations officer of an organization.</p> <p><b>Network</b> Click or tap here to enter text.</p> <p><b>Pursue a minor</b> Marketing</p> <p><b>Pursue a graduate degree</b> Click or tap here to enter text.</p>	<ul style="list-style-type: none"> <li>Davis Integration Group LLC</li> <li>IT'S TIME TEXAS</li> <li>Five Nine Solutions, Inc.</li> <li>Texas Association of Charitable Clinics</li> <li>Statewide Remodeling, Inc.</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>Field Event Coordinator</li> <li>Communications Coordinator</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>Marketing / Advertising Intern</li> <li>Public Relations Intern</li> <li>Marketing &amp; Communications Intern</li> </ul>

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<b>MEDIA</b>				
<ul style="list-style-type: none"> <li>• Writing</li> <li>• Editing</li> <li>• Copywriting</li> <li>• Publishing</li> <li>• Producing</li> <li>• Managing/Directing</li> <li>• Research</li> <li>• Media Sales</li> <li>• Media Planning</li> <li>• Broadcasting</li> </ul>	<ul style="list-style-type: none"> <li>• Publishing firms including newspaper, magazine and book</li> <li>• Wire services and syndicates</li> <li>• Literary agencies</li> <li>• Internet sites</li> <li>• Television and radio stations</li> <li>• Film industry</li> <li>• Freelance</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Courses in journalism, broadcasting, public relations, and advertising.</li> <li>• Interpersonal, presentation, and research skills.</li> <li>• Learn webpage design and software packages relevant to publishing and media.</li> <li>• Develop a portfolio or audition tape depending on the industry.</li> <li>• Be willing to take any job in the field to get a foot in the door.</li> </ul> <p><b>Gain experience</b> Work for campus or local newspaper, radio station, or television station</p> <p><b>Network</b> Click or tap here to enter text.</p> <p><b>Pursue a minor</b> Click or tap here to enter text.</p> <p><b>Pursue a graduate degree</b> Click or tap here to enter text.</p>	<ul style="list-style-type: none"> <li>• Lotus Lee Foundation</li> <li>• NextME, Inc.</li> <li>• Austin City Limits Live at the Moody Theater</li> <li>• Susan G. Komen - Austin Affiliate</li> <li>• Texas Association of Charitable Clinics</li> <li>• Texas Public Policy Foundation</li> <li>• Greater Austin Moving</li> <li>• Camp Gladiator</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Community Awareness Campaign Specialist</li> <li>• Policy Analyst, Life: Powered</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Marketing Intern-Newsletter Copywriter/Content Creator</li> <li>• Writer/Editor, Social Media Intern</li> <li>• Media and Communications Marketing Intern</li> <li>• Communications, Social Media, &amp; PR Intern</li> <li>• Social Media Intern</li> <li>• Media Intern</li> </ul>

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<b>NONPROFIT</b>				
<p>Administration Management Grant Writing Writing/Editing Fundraising/Development Public Relations Volunteer Coordination Program Coordination Research Religious Work:</p> <ul style="list-style-type: none"> <li>• Pastoral and Other Religious Leadership</li> <li>• Mission Work</li> <li>• Religious Camp Administration</li> <li>• Local Ministries, e.g. Youth, Adult, Education</li> </ul>	<p>Local and national nonprofit organizations Professional association Chambers of commerce Community centers Philanthropies Hospitals Foundations Churches, synagogues, and mosques Religious organizations, e.g. camps, retreat centers, denominational boards Think tanks</p>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Courses in psychology and sociology.</li> <li>• Writing, speaking, budgeting, and grant writing.</li> </ul> <p><b>Gain experience</b> Com Club</p> <p><b>Network</b> <i>Click or tap here to enter text.</i></p> <p><b>Pursue a minor</b> Global public health or environmental science</p> <p><b>Pursue a graduate degree</b></p> <ul style="list-style-type: none"> <li>• Master's degree in public administration or non-profit administration.</li> <li>• For religious work, Master of Divinity and denominational ordination.</li> </ul>	<ul style="list-style-type: none"> <li>• Dress for Success Austin</li> <li>• Hays County Food Bank</li> <li>• CALSO</li> <li>• Texas Campaign for the Environment</li> <li>• Clean Water Action</li> <li>• GLG</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Environmental Education Outreach</li> <li>• Entry Level Grassroots Organizer</li> <li>• Engagement Coordinator</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Client Services Intern</li> <li>• Development Intern</li> <li>• Special Events Intern</li> <li>• Program Manager Intern</li> </ul>

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<b>GOVERNMENT</b>				
<ul style="list-style-type: none"> <li>• City or Town Management</li> <li>• Community Affairs</li> <li>• Campaigning</li> <li>• Legislative Assistance</li> <li>• Public Information</li> <li>• Research</li> <li>• Lobbying</li> <li>• Conflict Negotiation</li> <li>• Program Administration</li> <li>• General Services</li> <li>• Social Services</li> <li>• Foreign Service</li> <li>• Legislative, Executive, or Judicial Services</li> </ul>	<ul style="list-style-type: none"> <li>• Local and state government</li> <li>• Political parties</li> <li>• Political action committees</li> <li>• Legislatures and other elected public officials</li> <li>• School districts</li> <li>• Court systems</li> <li>• Think tanks</li> </ul>	<p><b>Sharpen your skills</b> Courses in conflict management and develop negotiation skills.</p> <p><b>Gain experience</b></p> <ul style="list-style-type: none"> <li>• Volunteer in local or national political campaigns.</li> <li>• Get involved in student government.</li> <li>• Intern with a government agency.</li> </ul> <p><b>Network</b> Develop a network of contacts through informational interviews and referrals.</p> <p><b>Pursue a minor</b> Minor in business, political science, or public administration.</p> <p><b>Pursue a graduate degree</b> Click or tap here to enter text.</p>	<ul style="list-style-type: none"> <li>• YMCA of Austin</li> <li>• Office of the Governor</li> <li>• Texas Workforce Commission (TWC)</li> <li>• Texas Legislative Council</li> <li>• Texas Public Policy Foundation</li> <li>• Barrage, LLC</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Administrative &amp; Program Coordinator - Texas Youth and Government</li> <li>• Legal Assistant (Sessional)</li> <li>• Policy Analyst, Life: Powered</li> <li>• Campaign Field Organizer</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Office of the Governor</li> <li>• Intern for Collections and Civil Actions (Administrative Assistant)</li> </ul>

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<b>LAW</b>				
<ul style="list-style-type: none"> <li>• Prosecution</li> <li>• Defense</li> <li>• Contractual</li> <li>• Corporate</li> <li>• Nonprofit or Public Interest</li> <li>• Government</li> <li>• Mediation</li> <li>• Law Assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Law firms</li> <li>• Federal, state, and local government</li> <li>• Private practices</li> <li>• Corporations</li> <li>• Special interest groups</li> <li>• Universities and colleges</li> <li>• Legal aid societies</li> <li>• Nonprofit and public interest organizations, e.g. ACLU, NAACP Legal Defense Fund, Legal Services Corporation</li> <li>• Legal clinics</li> </ul>	<p><b>Sharpen your skills</b> Research skills and attention to detail.</p> <p><b>Gain experience</b></p> <ul style="list-style-type: none"> <li>• Debate team</li> <li>• Work part-time in a law firm</li> <li>• Shadow an attorney</li> </ul> <p><b>Network</b> Click or tap here to enter text.</p> <p><b>Pursue a minor</b> Business of political science</p> <p><b>Pursue a graduate degree</b></p> <ul style="list-style-type: none"> <li>• Law school</li> <li>• Prepare for the LSAT (Law School Admission Test).</li> <li>• Certification for paralegal positions.</li> </ul>	<ul style="list-style-type: none"> <li>• Employees Retirement System of Texas</li> <li>• Texas Workforce Commission (TWC)</li> <li>• Texas Legislative Council</li> <li>• SpeakWrite</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Contract Administrator</li> <li>• Legal Assistant (Sessional)</li> <li>• Legal Receptionist (Sessional)</li> <li>• General &amp; Legal Transcription Positions (Work From Home)</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Intern - Office of Employer Commissioner (Law Clerk)</li> </ul>

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<b>HIGHER EDUCATION</b>				
Teaching Research Information/Library Science Administration and Student Support Services: <ul style="list-style-type: none"> <li>• Admissions</li> <li>• Financial Aid</li> <li>• Advising</li> <li>• Development</li> <li>• Alumni Affairs</li> <li>• International Education and Study Abroad</li> <li>• Student Affairs, e.g. Residence Life, Student Activities, Orientation, Leadership, Greek Life, Multicultural Affairs, Recreational Sports</li> </ul> Fundraising/Development University Communications/Outreach	<ul style="list-style-type: none"> <li>• Four-year colleges and universities</li> <li>• Two-year and community colleges</li> <li>• Technical schools</li> <li>• Medical and professional schools</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Interpersonal communication and public speaking skills.</li> <li>• Learn to work well with a variety of people.</li> </ul> <p><b>Gain experience</b> Residence halls, student unions/activities, programming boards, orientation, or admissions.</p> <p><b>Network</b> Click or tap here to enter text.</p> <p><b>Pursue a minor</b> Click or tap here to enter text.</p> <p><b>Pursue a graduate degree</b></p> <ul style="list-style-type: none"> <li>• Ph.D required for teaching and research.</li> <li>• Master's degree in information science for librarianships or college student personnel/higher education administration.</li> </ul>	<ul style="list-style-type: none"> <li>• The University of Texas System</li> <li>• iTutor.com, Inc.</li> <li>• OneStar Foundation</li> <li>• BURNET CISD</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Student Associate-Office of Technology and Information Services</li> <li>• State Certified Teachers - Work Remotely</li> <li>• OneStar:Annette Strauss Institute Development VISTA</li> <li>• OneStar: Annette Strauss Strategic Growth VISTA</li> <li>• LSSP, Licensed Specialist in School Psychology</li> </ul> <p><b>Internship titles</b></p>

*Selected information on this majors to careers information sheet was adapted from What Can I Do With This Major? produced by the University of Tennessee Center for Career Development.*