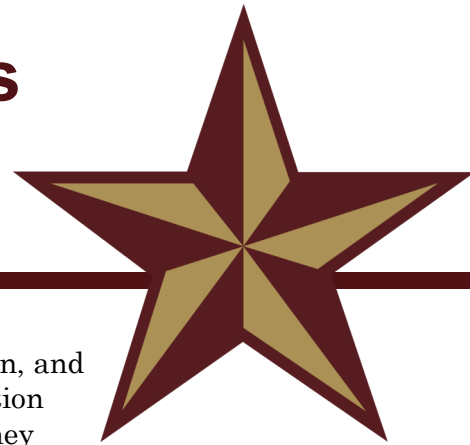


Communication Studies Careers

What can I do with this degree?



Communication Studies examines the creation, transmission, and analysis of the messages we receive every day. Communication Studies students investigate communication processes as they occur within and among individuals, groups, organizations, and societies. They explore interpersonal and nonverbal communication, rhetoric and criticism, argumentation and persuasion, and other aspects of communication. In essence, Communication Studies students study relationships between people in a variety of situations.

Communication Studies Skills

- Critical analysis
- Attention to detail
- Teamwork
- Performance directing
- Mastery of various media forms
- Innovative problem-solving
- Public performance and speaking abilities
- Able to apply understanding of interaction concepts and skills to shape perceptions and values
- Versed in persuasive techniques
- Able to analyze visual media to understand underlying social, political, and personal attitudes and behaviors
- Creativity
- Knowledge of interpersonal relations.
- Adept at assessment of social, political and cultural climates, contexts or norms
- Planning and managing skills
- Able to create powerful images with sight, sound, motion & words
- Corporate identity building
- Ability to produce under pressure
- Measure media effects
- Crisis management
- Impression management
- Develop market research
- Written expression
- Reporting and editing

Degrees Offered at Texas State

Bachelors of Arts (BA) in Communication Studies

Areas of Specialization

- Interpersonal Communication
- Organizational Communication
- Persuasive Communication

Master of Arts (MA) in Communication Studies

Career Paths

(Some of the occupations outlined in this brochure may require additional education or training)

...in Business & Industry

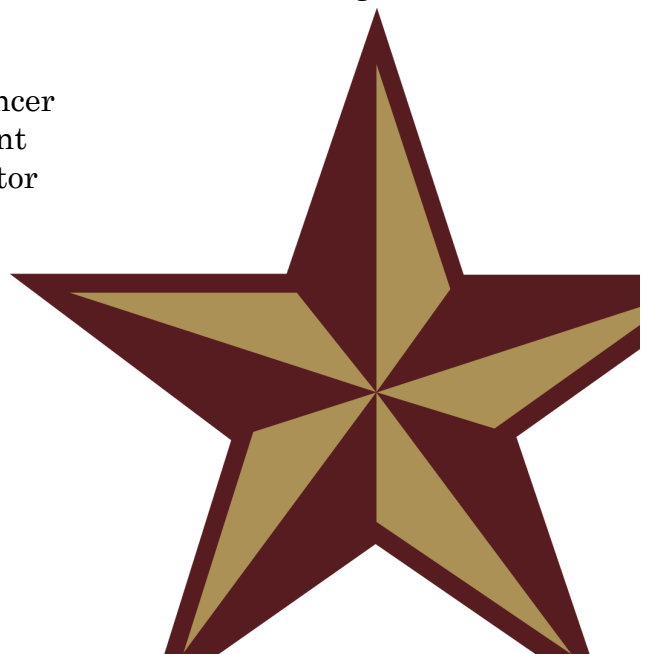
Sample Job Titles

- Account Executive
- Hospitality Manger
- Paralegal
- Advertising Manager
- Hotel Manager
- Personnel Specialist
- Association Administrator
- Human Resources Adm.
- Bank Officer
- Industrial & Labor Relations Specialist
- Print Production Coordinator
- Claims Adjuster/Examiner
- Insurance Agent/Broker
- Promotions Manager
- 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
- Market Research Analyst
- Special Events Coordinator
- Consumer Affairs Specialist
- Service Representative
- Restaurant Manager
- Telemarketing Specialist
- Speech Writer
- Sales Representative
- Retail Manager
- Recruiter
- Media Manager
- Fashion Merchandiser
- Research Worker
- Training & Development Specialist
- Travel Agent
- Technical Writer

...in Communications and Media

Sample Job Titles

- Government Relations
- Photojournalist
- Advertising Account Executive
- Graphic Artist
- Producer of TV, Film or Theatre
- Advertising Copywriter
- Greeting Card Writer
- Production Assistant
- Lighting Technician
- Proofreader
- Communications Lawyer
- Market Research
- Public Information Officer
- Contestant/Guest Coordinator
- Media Buyer
- Public Relations Assistant
- Copywriter & Publisher
- Media Manager
- Director of Film, Video or Theatre
- Narrator
- Radio/TV Announcer
- Editorial Assistant
- News Writer/Editor
- Reporter/Journalist
- Photographer
- TV News Anchor
- Sports Promoter
- Video Programmer
- Sportscaster
- TV Engineer



...in Government and Social Services

Sample Job Titles

- 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

...in Education and Social Services

Sample Job Titles

- Administrator
- Educational Tester
- Audio/Visual Specialist
- Guidance Counselor
- Teacher
- Development Officer
- Mediator
- Educational Consultant
- Speech Pathologist
- Spokesperson for Education
- Student Services Specialist
- Camp Counselor

RESOURCES

Texas State University-Student Organizations

Lambda Pi Eta

Communication Club

Speech & Debate

Communication Studies Graduate Association



Resources

Professional Organizations

National Communication Association <http://www.natcom.org>

Central States Communication Association <http://www.cscs-net.org>

Eastern Communication Association Conference <http://www.ecasite.org>

Southern States Communication Association <http://ssca.net>

Western States Communication Association Conference <http://www.westcomm.org>

International Communication Association <http://www.icaheadq.org>

Coalition for Health Communication <http://www.healthcommunication.net/>

International Association for Relationship Research <http://www.iarr.org/>

American Forensic Association <http://www.americanforensics.org/>

International Association for Conflict Management <http://www.iaacm-conflict.org/>

American Communication Association <http://www.americancomm.org/>

Association for Women in Communication homepage <http://www.womcom.org/>

Job Search

CRT NET <http://lists.psu.edu/cgi-bin/wa?A0=CRTNET>

NCA Job Board <http://www.natcom.org/Secondary.aspx?id=109>

Jobs 4 Cats <http://www.careerservices.txstate.edu/Students/Jobs4Cats.html>

Career Library resources

Top Careers for Communications Graduates by Ferguson

Careers in Writing by Blythe Camenson

Careers in Communications and Entertainment by Leonard Mogel

Great Jobs for Communications Majors by Blythe Camenson

Occupational Outlook Handbook

*Information for this handout compiled from:
Texas State University Communication Studies Department; WorldWideLearn,
an online directory of education; Career Center at University of North Carolina-
Wilmington; New Jersey Communication Association website; University of Min-
nesota-Morris*

