

# COMMUNICATION STUDIES/SPEECH COMMUNICATION

What can I do with this degree?

| AREAS  | EMPLOYERS   | STRATEGIES   |
|--|---|--|
| <p><b><u>BUSINESS</u></b><br/>Sales<br/>Customer Service<br/>Management<br/>Human Resources<br/>Training and Development<br/>Labor Relations<br/>Writing/Editing<br/>Office Management</p>   | <p>Product and service organizations<br/>Retail stores<br/>Hotels<br/>Restaurants<br/>Manufacturers<br/>Financial companies<br/>Insurance companies<br/>Hospitals and other healthcare organizations<br/>Print and electronic media<br/>Other business corporations</p>   | <p>Develop strong verbal and written communication skills.<br/>Demonstrate excellent interpersonal skills.<br/>Learn to work well on a team.<br/>Join related professional associations. Get involved in other campus organizations.<br/>Take business courses or earn a business minor.<br/>Gain experience through internships, part-time, or summer jobs.<br/>Develop computer skills in areas such as spread sheets, databases, and presentation software.</p>   |
| <p><b><u>PUBLIC RELATIONS/ADVERTISING</u></b><br/>Public Relations<br/>Advertising<br/>Marketing<br/>Corporate Public Affairs<br/>Development<br/>Media Analysis/Planning<br/>Creative Directing<br/>Writing/Editing<br/>Audience Analysis<br/>Public Opinion Research</p> | <p>Private corporations<br/>Public service organizations<br/>Public opinion research firms<br/>Public relations firms<br/>Advertising agencies<br/>Public opinion organizations<br/>Radio and television companies<br/>Sports and entertainment organizations<br/>Hospitality and tourism industry<br/>Nonprofit organizations<br/>Consulting firms<br/>Freelance</p> | <p>Develop excellent writing skills.<br/>Gain experience through internships, even if unpaid.<br/>Serve as public relations officer of an organization.<br/>Take additional courses in marketing, advertising, public relations, or other area of interest.<br/>Develop a portfolio of writing samples, ad campaigns, and other relevant work.<br/>Join related professional associations.<br/>Be willing to move to locations with greater numbers of job opportunities.<br/>Be prepared to start at the bottom and work to more desirable positions.</p> |

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**MEDIA**

Writing  
Editing  
Copywriting  
Publishing  
Producing  
Managing/Directing  
Research  
Media Sales

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

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

Nonprofit organizations  
Professional associations  
Chambers of commerce  
Community centers  
Philanthropies  
Hospitals

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

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

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 leader-  
ship 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

## EMPLOYERS

## STRATEGIES

### LAW

Law Assistance  
Prosecution  
Defense  
Contractual  
Corporate  
Nonprofit or Public Interest  
Government  
Mediation  
Lobbying

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

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.

### EDUCATION

Teaching  
Research  
Student Support Services including:  
Admissions  
Advising  
Development  
Student Affairs  
Recruitment  
Alumni Affairs

Colleges and universities

Ph.D. required for teaching and research in colleges and universities. Maintain a high grade point average and secure strong faculty recommendations.  
Earn a master's degree in college student personnel or a related field for administrative positions.  
Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, etc.

### GENERAL INFORMATION

- 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.