

What Can I Do With a Major In **COMMUNICATION STUDIES?**

Communication Studies is the perfect major for students with multiple interests and diverse talents because the discipline provides theory, tools, and techniques for analyzing, managing and improving communication in every arena of professional and personal interaction. This major prepares students for future work and study in any number of diverse fields, such as law, political organizing and public affairs, marketing, advertising, public relations, consulting and many others. You'll find that professional opportunities abound and include a wide range of career choices.

Typical Coursework

Advertising	Organizational/Business Communication
Debate & Argumentation	Public Speaking
Group Communication	Public Relations
Intercultural Communication	Family Communication
Interpersonal Communication	Theories of Communication
Gender Communication	Written Communication
Listening	Nonverbal Communication

Related Major Skills

Ability to write clearly	Effective speaking
Present specific viewpoints	Influential/persuasion skills
Synthesizing information	Interpretation skills
Reporting and editing skills	Create entertaining and persuasive messages
Define hypotheses	Work in teams / small groups
Evaluate ideas and presentation	Gather information and data
Compare and contrast evidence	Evaluate information and sources
Critical thinking skills	Develop market research
Measure media effects	Planning and managing skills
Work with deadlines	Work independently
Attention to detail	Write press releases, scripts, or other promo materials
Demonstrate creativity	Artistic expression
Identify needs of individuals or groups	Understand institutional and cultural values

Related Occupations

Advertising Managers	Narrator
Agents and Business Managers	News Reporter/News Anchor
Announcers	Personnel Specialist
Art Directors	Program Coordinator
Communication Consultant	Producers & Directors
Community Outreach	Professional Bloggers & Podcasters
Editors/News writer	Promotions Manager
Events Planner	Public Relations Specialist & Manager
Film & Video Editors	Public Speaker/Spokesperson
Graphic Designers	Sales Representative
Hospitality Manager	Speech Writer

Hotel Manager
Human Resource Specialist
Lobbyist

Training Specialist
Writer/Author

Who Hires for this Occupation?

Advertising agencies, hospitality industries, sales and retail business, media organizations (TV, magazines, internet), nonprofit organizations, public relations and marketing departments, theater production organizations, human resource departments, and government/political organizations.

MN Colleges & Universities with a major in COMMUNICATON STUDIES

Augsburg College	Minnesota State University, Moorhead
Bethany Lutheran College	North Central University
Bethel University	Saint John's University
College of Saint Benedict	Saint Mary's University of MN, Winona
College of St. Scholastica	Southwest Minnesota State University
Concordia College	St. Catherine University
Concordia University	University of MN, Duluth
Crown College	University of MN, Morris
Gustavus Adolphus College	University of MN, Twin Cities
Hamline University	University of Northwestern, St. Paul
Metropolitan State University	University of St. Thomas
Minnesota State Univ., Mankato	Winona State University

Professional Association Links

American Communication Association, www.americancomm.org
International Communication Association, <http://www.icahdq.org/>
National Communication Association, www.natcom.org
Public Relations Society of America, <http://www.prsa.org/>
The Association for Women in Communications, <http://www.womcom.org/AWC-Home.asp>

For More Information

Contact ARCC Career Counseling: (763) 433-1240 (CR campus), (763) 433-1840 (Cambridge campus)
or stop by the campus Information Desk

Information adapted from: Minnesota Career Information System <https://mncis.intocareers.org>, and the Career Center at the University of North Carolina, Wilmington <http://uncw.edu/career/WhatCanIDoWithaMajorIn.html> & the National Communication Association, www.natcom.org occupation list.