



## CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

# Major Possibilities: Communication

### Quick Facts

- Southwestern's coursework in communication studies leads to a deep, theoretical understanding of communication processes. In order to acquire more of the technical skills helpful to acquiring employment, students must also take advantage of out-of-class opportunities like working for *The Megaphone*, SU marketing and communication department, or off-campus employers.
- Internships (especially unpaid ones) have been around quite a while in the journalism, PR, and advertising fields. Internships help shape professional identities, develop 21<sup>st</sup> century career-readiness skills, and make meaning of the academic experience. Having at least one, if not multiple, internship experience(s) under your belt is pretty much required to get a full-time job in these fields.
- A bachelor's degree in Communication Studies plus industry-specific knowledge and experience is generally enough to land an entry-level job. Master's or higher degrees are generally not required unless you want to pursue university teaching/research.

### Communication Studies Major Synopsis

The goal of Southwestern's Communication Studies Department focuses on critical inquiry into the function of language and media. There are two courses which introduce students to the Communication Studies major: Introduction to Communication Studies and Public Speaking. After these foundational courses, students must take one COM Core Course in each of the following areas: Rhetorical Traditions, Performing Culture, and Media & Culture. The department offers a range of courses bound together by an interest in investigating the complex relationships between communication, culture, and identity. Internships are a great way to gain upper-level elective credit in the department and obtain tangible experience in one's field of interest.

### Sample Occupational Areas

#### ADVERTISING & PUBLIC RELATIONS

Firms in the advertising and public relations services industry prepare advertisements and design campaigns for other companies and organizations to promote the interests and image of their clients. Copy writers prepare advertising copy for use in broadcasting or print publications and often work with the client to produce advertising themes or slogans. Public relations specialists create a positive public image for their organization by drafting press releases and contacting people in the media who might print or broadcast their material. Most employees in this field work in offices and operate in a teamwork environment; however, long hours, including evenings and weekends, are common. A college degree in a communications-related field combined with public relations experience is excellent preparation for public relations work. The glamour of the industry traditionally attracts many more job seekers than there are job openings, so there is a lot of competition for jobs.

#### BROADCASTING

The general occupational categories at large broadcast stations are program production, news-related, and technical. Employees in program production occupations at television and radio stations create programs such as news, talk, and music shows and include assistant producers, video editors, producers, announcers, and editors. News-related occupations include reporters, correspondents, newswriters, broadcast news analysts, weather reporters, assistant news directors, assignment editors, and news directors. Entry-level jobs in news or program production increasingly require a college degree and some broadcast experience. Employees in technical occupations operate and maintain the electronic equipment that records and transmits radio or television programs. For technical positions, many stations look for employees with training in broadcast technology, electronics, or engineering.

#### JOURNALISM

The writing field is subdivided into two categories: those who write original material for publications, such as magazines and TV shows, and technical writers who translate technical information into everyday language. Editors review and edit the work of writers, while further responsibilities depend on their field. Current job opportunities are best for technical writers and other people with skills in specialized fields such as law, medicine, or economics.

## Sample Job Titles

Account Executive	Educational Consultant	Mediator	Sales Representative
Administrator	Event Coordinator	Marketing Executive	Script Writer
Advertising Executive	Graphic Artist	Museum Director	Sports Reporter
Book Publisher	Guidance Counselor	News Writer	Small Business Owner
Business Developer	Human Resources Manager	Outreach Assistant	Stage Manager
Case Manager	Illustrator	Production Assistant	Teacher
Campaign Manager	Journalist	Proposal Writer	Technical Writer
Communications Lawyer	Layout Designer	Public Administrator	Telemarketer
Critic	Loan Officer	Public Relations	Website Designer
Editor	Media Specialist	Recruiter	University Staff

## Sample Internship Employers of SU Students

Austin Convention Center	Lawnstarter LLC - Austin, TX
Bobby Bones Show - Austin TX	LeBaron Productions - Austin, TX
C3 Concerts - Austin, TX	KLGO 99.3 "The Word" - Austin, TX
Capital Metro - Austin, TX	National Instruments - Austin, TX
Central Texas Marketing - Georgetown, TX	NBC/Saturday Night Live - New York, NY
Ciao! Talent Agency - Georgetown, TX	Paint with Me - Georgetown, TX
Cloth Court Communications - London, UK	Parks and Recreation Department - Round Rock, TX
Congressman Charles Gonzales - Washington, DC	Peer Group Consulting - Round Rock, TX
<i>Cosmogirl</i> Magazine - New York, NY	Positive Image Photography - Georgetown, TX
David Heavener Entertainment - Georgetown, TX	Ride on Center for Kids - Georgetown, TX
Davis and Fox Law, PLLC - Round Rock, TX	SOS Children's Village - Washington, DC
Dr. Pepper Ballpark (Frisco Rough Riders) - Frisco, TX	South by Southwest - Austin, TX
Emmis Austin Radio - Austin, TX	State Farm Insurance - Georgetown, TX
Fueled Films, Inc. - Austin, TX	Steve Bowers Attorney's Office - Austin, TX
Georgetown Chamber of Commerce - Georgetown, TX	Texas Book Festival - Austin, TX
Gerson Lehrman Group - Austin, TX	Texas Film Commission - Austin, TX
Hispanic Scholarship Fund - Austin, TX	<i>Texas Monthly</i> - Austin, TX
KEYE-TV - Austin, TX	Texas Stars Hockey - Cedar Park, TX
KUT News - Austin, TX	Williamson County Public Information Office - Georgetown, TX
Laity Lodge Youth Camp - Leakey, TX	Williamson Museum - Georgetown, TX

## Sample Full-Time Employers of SU Grads

Account Executive (SHI International Corp.)	Music News Reporter (KUT)
Brand Manager (The Richards Group, Inc.)	Owner (Shelly Elena Photography)
Campaign Consultant (Tyson Organization)	Platinum Conference Crews Volunteer Coordinator (SXSW)
Case Manager (Caritas of Austin)	President (Lookout Event Management LLC)
Client Development Associate (Business Talent Group)	Program Assistant (ESPN Radio 1530/1260AM)
Client Success Specialist (eRelevance Corp.)	Proposal Writer (Brown and Gay)
Conference Volunteer Coordinator (South by Southwest)	Publicist (Phenix & Phenix Literary Publicists)
Digital Marketing and Creative Content Coordinator (Consumer Media)	Research Assistant (University Medical Center at Brackenridge)
Director of Recruiting and Public Relations (Acton MBA)	Sales Account Manager (Dell, Inc.)
Event Coordinator (Destinations by Kennedy)	Sales and Business Developer (Mission Solar Energy)
Flight Attendant (Southwest Airlines)	Screenplay Competition Director (Austin Film Festival)
Inside Sales Representative (Berridge Manufacturing)	Social Media Communications Asst. (Team Roping World Series)
Internal Communications Coordinator (National Instruments)	Staff Photographer ( <i>Waco Tribune-Herald</i> )
Legal Assistant (Ripp, Henderson, & Taylor)	Teacher (Teach for America)
Marketing Executive (iMedia Corporation)	Video Production Editor (Iniosante Studios LLC)
Multimedia Coordinator (National Instruments)	Volunteer (Peace Corps)
	Youth Outreach Coordinator (AmeriCorps)

## **Professional Associations**

American Advertising Federation

American Marketing Association

American Press Institute

Association for Business Communication

Association for Women in Communications

Center for Communication

International Association of Business Communicators

International Communication Association

National Communication Association

National Council for Marketing and Public Relations

News Media Alliance

Public Affairs Council

Public Relations Society of America

Society of Professional Journalists