

# COMMUNICATION STUDIES/SPEECH COMMUNICATION

What can I do with this degree?

## AREAS

## EMPLOYERS

## STRATEGIES

### **BUSINESS**

Sales  
Customer Service  
Management  
Human Resources  
Training and Development  
Labor Relations  
Writing/Editing  
Office Management

Product and service organizations  
Retail stores  
Hotels  
Restaurants  
Manufacturers  
Financial companies  
Insurance companies  
Hospitals and other healthcare organizations  
Print and electronic media  
Other business corporations

Develop strong verbal and written communication skills.  
Demonstrate excellent interpersonal skills.  
Learn to work well on a team.  
Join related professional associations. Get involved in other campus organizations.  
Take business courses or earn a business minor.  
Gain experience through internships, part-time, or summer jobs.  
Develop computer skills in areas such as spread sheets, databases, and presentation software.

### **PUBLIC RELATIONS/ADVERTISING**

Public Relations  
Advertising  
Marketing  
Corporate Public Affairs  
Development  
Media Analysis/Planning  
Creative Directing  
Writing/Editing  
Audience Analysis  
Public Opinion Research

Private corporations  
Public service organizations  
Public opinion research firms  
Public relations firms  
Advertising agencies  
Public opinion organizations  
Radio and television companies  
Sports and entertainment organizations  
Hospitality and tourism industry  
Nonprofit organizations  
Consulting firms  
Freelance

Develop excellent writing skills.  
Gain experience through internships, even if unpaid.  
Serve as public relations officer of an organization.  
Take additional courses in marketing, advertising, public relations, or other area of interest.  
Develop a portfolio of writing samples, ad campaigns, and other relevant work.  
Join related professional associations.  
Be willing to move to locations with greater numbers of job opportunities.  
Be prepared to start at the bottom and work to more desirable positions.

## AREAS

### **MEDIA**

Writing  
Editing  
Copywriting  
Publishing  
Producing  
Managing/Directing  
Research  
Media Sales

## EMPLOYERS

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

## STRATEGIES

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 leadership 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.