

Careers in the Field of Communication

Career	Communication skills needed	Positions	Courses (Those in bold refer to entire courses on this topic)
Advertising	Good oral and written communication skills; knowledge of research strategies; knowledge of advertising campaign structure; computer skills; creativity; design; interpersonal skills	<ul style="list-style-type: none"> • Advertising or marketing specialist • Copy writer • Account executive • Sales manager • Media planner • Media buyer • Creative director • Media sales representative • Public opinion researcher 	<ul style="list-style-type: none"> • Advertising and society • Argumentation and debate • Business and professional communication • Communication ethics • Introduction to mass media • Media criticism • Media law • Media production • Organizational communication • Persuasion • Political communication • Public relations • Radio-television production • Rhetorical theory and criticism • Script writing • Video editing • Visual communication
Communication Education	Knowledge of field of communication or theatre; public speaking; listening; oral communication; interpersonal communication; writing; persuasion; empathy	<ul style="list-style-type: none"> • Language arts coordinator • High school speech teacher • Forensics/debate coach • College or university professor • Teacher (elementary and secondary) • School counselor • Educational researcher • Audiovisual specialist • Educational administrator • School/university information specialist • Director of college news • Director of a collegiate information center • Educational tester • Development officer • Educational fund-raiser • Alumni officer • College placement officer • College admissions director 	<ul style="list-style-type: none"> • Communication ethics • Communication in the classroom • Communication research methods • Communication theory • Conflict resolution • Intercultural communication • Interpersonal communication • Listening • Nonverbal communication • Small group discussion • Visual communication

<p>TV/Radio/Electronic Media Broadcasting & Non-broadcasting / Journalism</p>	<p>Production skills; lighting; sound; acting; editing; camera work; stage production; design; speaking; listening; reading writing; research; creativity</p>	<ul style="list-style-type: none"> • College recruiter • Broadcasting station manager • Director of broadcasting • Film/tape librarian • Community relations director • Unit manager • Film editor • News director • News writer • Transmitter engineer • Technical director • Advertising sales coordinator • Traffic/ continuity specialist • Media buyer • Market researcher • Actor • Announcer • Disc jockey • News anchor • Public relations manager • Comedy writer • Casting director • Producer • Business manager • Researcher • Account executive • Floor manager • Talk show host • Reporter • Editor • Newscaster • Author • Copy writer • Script writer • Publisher • On-air meteorologist • News service researcher • Technical writer • Acquisitions editor • Media interviewer 	<ul style="list-style-type: none"> • Acting • Advertising and society • Business and professional communication • Communication ethics • Communication research methods • Communication theory • Introduction to mass media • Introduction to media systems • Media criticism • Media law • Media performance • Media production • Media research methods • Media theory • Public relations • Radio-television production • Script writing • Video editing • Visual communication
--	---	---	--

Public Relations	Research; writing; video production; acting; oral communication; persuasion; public speaking; listening	<ul style="list-style-type: none"> • Publicity manager • Advertising manager • Marketing specialist • Press agent • Lobbyist • Corporate public affairs specialist • Account executive • Development officer • Fund raiser • Membership recruiter • Sales manager • Media analyst • Media planner • Creative director • Audience analyst • News writer • Public opinion researcher. 	<ul style="list-style-type: none"> • Advertising and society • Argumentation and debate • Business and professional communication • Communication ethics • Communication research methods • Communication theory • International communication • Introduction to mass media • Listening • Media law • Media production • Persuasion • Political communication • Public relations • Radio-television production • Script writing • Video editing • Visual communication
Business	Public speaking; interpersonal communication; listening; conflict management; writing	<ul style="list-style-type: none"> • Sales representative • Executive manager • Personnel manager • Public information officer • Industrial and labor relations representative • Negotiator • Director of corporate communication • Customer service representative • Newsletter editor • Communication trainer • Human resources manager • Mediator • Buyer 	<ul style="list-style-type: none"> • Advertising and society • Argumentation and debate • Business and professional communication • Communication ethics • Conflict resolution • Health communication • Intercultural communication • Interpersonal communication • Interviewing • Linguistics • Listening • Negotiation • Nonverbal communication • Organizational communication • Persuasion • Public relations • Relational communication • Small group discussion
Government	Public address, conflict management; listening; writing; interpersonal	<ul style="list-style-type: none"> • Public information officer • Speech writer 	<ul style="list-style-type: none"> • Argumentation and debate • Business and professional

	communication	<ul style="list-style-type: none"> • Legislative assistant • Campaign director • Research specialist • Program coordinator • Negotiator • Lobbyist • Press secretary • Elected official 	<p>communication</p> <ul style="list-style-type: none"> • Communication ethics • Communication research methods • Communication theory • Conflict resolution • Forensics • Health communication • Intercultural communication • International communication • Interpersonal communication • Interviewing • Listening • Media law • Oral interpretation • Organizational communication • Persuasion • Political communication • Public relations • Rhetorical theory and criticism • Small group discussion
--	---------------	---	--

High Tech	Communication by technology; communication by computer; compressed video; and teleconferencing.	<ul style="list-style-type: none"> • Trainer for communication technologies • Closed circuit television producer/director • Technical copywriter • Audio and visual computer display specialist 	<ul style="list-style-type: none"> • Current concepts in mass media • communication ethics • Communication theory • Introduction to mass media • Introduction to media systems • Media production • Media research methods • Media theory • Radio-television production • Visual communication
Law	Argumentation; creating understanding; conflict management; listening; writing; persuasion	<ul style="list-style-type: none"> • Public defender • Corporate lawyer • District attorney • Public interest lawyer • Private practice lawyer • Legal researcher • Mediation and negotiation specialist • Paralegal researcher • Legal secretary • Legal reporter • Legal educator 	<ul style="list-style-type: none"> • Argumentation and debate • Business and professional communication • Communication ethics • Communication research methods • Communication theory • Conflict resolution • Forensics • Listening • Organizational communication • Persuasion • Political communication • Public relations • Rhetorical theory and criticism
Health Communication	Empathy; interpersonal communication; intercultural sensitivity; listening; oral communication; public speaking; listening	<ul style="list-style-type: none"> • Health educator • School health care administrator • Medical grants writer • Hospital director of communication • Clinic public relations director • Health communication analyst • Research analyst • Medical training supervisor • Communications manager for federal health agencies • Health personnel educator • Medical center publications editor • Hospice manager 	<ul style="list-style-type: none"> • Business and professional communication • Communication ethics • Communication research methods • Communication theory • Conflict resolution • Family communication • Health communication • Intercultural communication • Interpersonal communication • Interviewing • Listening

		<ul style="list-style-type: none"> • Drug rehabilitations • Health care counselor • Activities director • Marketing director • Health facility fundraiser. 	<ul style="list-style-type: none"> • Negotiation • Nonverbal communication • Organizational communication • Relational communication • Small group discussion
Social or Human Services	Effective listening; research; conflict management; interpersonal communication; listening; empathy	<ul style="list-style-type: none"> • Public administrator • Social worker • Recreational supervisor • Human rights officer • Community affairs liaison • Park service public relations specialist • Philanthropic representative • Religious leader • Mental health counselor 	<ul style="list-style-type: none"> • Business and professional communication • Communication ethics • Communication research methods • Communication theory • Conflict resolution • Family communication • Health communication • Intercultural communication • Interpersonal communication • Interviewing • Linguistics • Listening • Negotiation • Nonverbal communication • Organizational communication • Relational communication • Small group discussion
International Relations or International Business	Problem solving, speaking, listening, writing, and the abilities to analyze information and interact among multiple cultures	<ul style="list-style-type: none"> • On-air international broadcasting talent • Corporate representative • Translator • Student tour coordinator • Diplomat • Foreign relations officer • Host/hostess for foreign dignitaries • Foreign correspondent 	<ul style="list-style-type: none"> • Business and professional communication • Communication ethics • Communication research methods • Conflict resolution • Intercultural communication • International communication • Organizational communication • Persuasion • Political communication • Public relations