

Communication/Public Relations

What can I do with this major?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<u>ADVERTISING</u>		
Creative Services Media Research Account Services Administration Print Production Marketing Publishing	Advertising agencies Corporate advertising departments Media (sales, research, marketing) Specialty advertising firms	<ul style="list-style-type: none"> • Work in sales at campus newspaper, TV or radio station. • Obtain student-run business experience. • Find an internship at market research firm. • Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm. • Compile portfolio of writing, graphics and ideas for creative department. • Get computer knowledge/experience for media. • Need statistics, data interpretation, and writing experience for research.
<u>BOOK PUBLISHING</u>		
Editorial Sales/Marketing/ Promotion/Advertising Publicity Production Subsidiary Rights Textbooks Electronic Publishing	Publishers: Tradebooks Paperbacks Educational materials Religious University presses Technical, scientific and medical Mail-order Book clubs	<ul style="list-style-type: none"> • Attend summer publishing institute to sharpen skills and contacts. • Become familiar with word processing. • Gain knowledge of printing and production. • Work with college or regional magazines and campus publications. • Work as sales clerk or book buyer in campus or local bookstore. • Find internships in area of interest. • Take technical writing courses for technical, scientific and medical publications.
<u>NEWSPAPER PUBLISHING</u>		
Reporting Editing Advertising Sales Circulation Art and Design Marketing/Promotion News Graphics and Photography Production	Large circulation newspapers Local newspapers Wire services Trade newspapers Online publishers	<ul style="list-style-type: none"> • Get a summer job or internship with newspaper. • Work with the Chimes, yearbook, or alumni publication. • Be active in professional journalism organizations. • Demonstrate curiosity, high energy level, ability to produce under pressure and to withstand criticism, and excellent grammar and writing skills. • Create a portfolio of writing samples. • Develop computer skills and learn to design web pages.

OCCUPATIONS

EMPLOYERS

SKILLS TO DEVELOP

TELEVISION

Programming-Production
News
Advertising Sales
Promotion
Administration

Major networks
Commercial broadcast stations
Public television stations
Cable television
Private television production
Government
Business Corporations

- Secure internships in TV industry.
- Gain experience in campus or local stations or independent production companies (latter for production).
- Join campus newspaper or publications staff.
- Participate in drama club-directing, acting, or technical crew.
- Become a debate club participant.
- Develop good writing, reporting, and editing skills.
- Gain knowledge of community and its needs.
- Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.

RADIO

News
Sales
Programming
Production
Promotion
Administration

National networks
National public radio
State or regional networks
Major, medium & small market stations
Independent syndications

- Gain local radio experience.
- Secure radio internships.
- Announce sports events.
- Host music programming for parties and social events.
- Coordinate, program and promote musical events.
- Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.

SPORT COMMUNICATIONS

Journalism
Broadcasting
Photojournalism

Newspapers
Magazines
Television stations
Radio stations

- Supplement communication major with courses in sports management or physical education.
- Obtain an internship or part-time job with local newspaper or radio/television station.
- Volunteer with college newspaper or radio/television station.
- Publish as much as possible in college and local newspapers.
- Create a portfolio of published work, both articles and photographs.

PUBLIC RELATIONS

Research
Health Communication
Writing and Editing
Special Events
Media Relations
Risk and Crisis Communication
Fund Raising
Marketing Communication
Management/Administration

Public relations firms
Advertising agency related PR firms
Corporate in-house public relations departments
Trade associations
Government agencies
Colleges and universities
Nonprofit organizations
Labor unions
Hospitals

- Secure internships with PR firms or businesses doing PR.
- Develop strong research and writing skills.
- Perfect public speaking ability.
- Demonstrate enthusiasm, interpersonal skills, persuasion, team work, integrity, good judgment, and intelligence.
- Develop creativity and initiative.
- Develop planning and strategic thinking skills.

OCCUPATIONS

EMPLOYERS

SKILLS TO DEVELOP

MAGAZINE PUBLISHING

Editorial
Advertising Sales
Promotion and Public Relations
Circulation
Design, Art and Production
Photography

Major publishers:
Consumer magazines
Specialized magazines
Technical and industrial publications
Professional publications
Merchandising and trade publications
Labor unions
Educational journals
In-house publications
News magazines
Professional associations
Religious organizations

- Secure internship with publisher.
- Work on campus publications.
- Find part-time or summer job with newspaper, magazine or print shop.
- Get sales experience.
- Join a professional journalism organization.
- Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability.
- Create a portfolio of writing samples.

TECHNICAL WRITING

Writing and Editing
Technical Promotion
News Releases
Technical Advertising
Technical Films and
Videotapes

Hardware manufacturers
Software companies
Industry
Automotive
Aerospace
Precision instrument
Engineering
Technical publications: journals and magazines
Research laboratories
Colleges and universities
Government agencies
Self-employed

- Work on college newspaper and campus publications.
- Join professional journalism or communications organizations.
- Develop word processing skills.
- Perfect clear and concise writing abilities.
- Demonstrate patience, flexibility, and strong interpersonal skills.

Strategies For Placement In Communication

- Communication is a broad area that leads to many opportunities.
- Students should clearly define their goals and seek related experiences to reach those goals.
- Gaining relevant experience through part-time and summer jobs or internships is critical.
- Many desirable skills can be developed through participation in and leadership of student organizations.
- Get involved in professional associations in field of interest.
- Develop excellent writing and grammar skills.

Internet Resources:

Vault: Industry overview of Advertising/PR, Book Publishing, Business and Government. This site is accessible through the Career Services Website: www.capital.edu/careers

Industry Profile –Advertising and Public Relations: www.wetfeet.com/asp/careerlist.asp

Covers Industry Trends & Overview, "Love-Hate" (pros and cons of this field), Major Players and Job Descriptions & Tips.

Communication Careers www.natcom.org/Instruction/Pathways/5thEd.htm

Public Relations Student Society of America: www.prssa.org