Communication

Typical Career Fields:

**Business** (projected growth 22% or higher)
- Sales
- Customer Service
- Management
- Human Resources
- Training & Development
- Labor Relations
- Writing/Editing
- Office Management

**Public Relations/Advertising** (projected growth 8% - 14%)
- Public Relations
- Advertising
- Marketing
- Corp. Public Affairs
- Development
- Media Analysis
- Creative Directing
- Writing/Editing
- Audience Analysis
- Public Opinion Res.

**Media** (projected growth 3% - 7%)
- Writing
- Editing
- Copywriting
- Publishing
- Producing
- Managing/ Directing
- Research
- Media Sales

**Government/Non-Profit** (projected growth 8% - 14%)
- Public Information
- Campaigning
- Legislative Asst.
- Research
- Lobbying
- Conflict Negotiation

🌞 = Bright Outlook

Source: O*NET

**Top Ten Career Fields Chosen by ESU Communications Grads:** (Source: LinkedIn)

Where Our Grads Go (top ten):
- Sprint
- Univ. of Kansas
- AT&T
- Birch Comm.
- US Army
- Payless Shoes
- Hallmark Cards
- Black & Veatch
- Cox Comm.
- CenturyLink

View a list of required courses for this major at [http://www.emporia.edu/sac/list-of-majors.html](http://www.emporia.edu/sac/list-of-majors.html).

Career Services
[career@emporia.edu](mailto:career@emporia.edu) 620-341-5407

[www.emporia.edu/careerservices](http://www.emporia.edu/careerservices)
Communication Majors
Strategies on how to become more marketable at graduation

Business (Customer Service, Insurance, Real Estate, Management, Human Resources)
- Develop strong verbal and written communication, interpersonal, and analytical skills.
- Seek leadership roles in other campus organizations.
- Gain experience through internships, part-time, or summer jobs.
- Develop computer skills in areas such as spreadsheets, databases, and presentation software.
- Join related professional associations.
- Be prepared to start in entry-level positions such as management trainee programs.
- Look for companies that have an interest in hiring “any major.”

Public Relations / Advertising (Event Coordination, Public Opinion Research, Development)
- Take courses in marketing, advertising, public relations, or other area of interest.
- Gain experience through internships, even if unpaid.
- Serve as public relations officer of an organization.
- Develop a portfolio of writing samples, ad campaigns, and other relevant work.
- Join related professional associations.
- Find a mentor in a related field to provide career guidance.
- Consider moving to cities with larger numbers of job opportunities.
- Be prepared to start at the bottom and work into positions with greater responsibility.

Media (Publishing, Producing, Broadcasting, Editing)
- Take elective courses in journalism, broadcasting, public relations, and advertising.
- Develop excellent interpersonal, presentation, and research skills.
- Work for campus or local newspaper, radio station, or television station.
- Learn webpage design and software packages relevant to publishing and media.
- Develop a portfolio or audition tape depending on the industry.
- Be willing to take any job in the field to get a foot in the door.

Non-Profit (Fundraising, Program Coordination, Grant Writing, Religious)
- Take courses in psychology, sociology, or social work to broaden perspective.
- Develop a wide array of skills including writing, speaking, budgeting, and grant writing.
- Obtain leadership roles in relevant campus, church, or community groups.
- Complete one or more internship(s) with nonprofit organizations.
- Demonstrate knowledge and experience in a specialty area, e.g., public health, environment, urban issues.
- Research organizations’ values to find a good fit with yours. It is critical that you are knowledgeable about and care about the organizations’ missions.
- Consider earning a master’s degree in public administration or non-profit administration.
- For religious work, research requirements to enter leadership in the faith you want to pursue. For example, Master of Divinity and denominational ordination are required for most clergy positions.

Government (Lobbying, Campaigning, Community Affairs)
- Take courses in conflict management and develop negotiation skills.
- Volunteer to work on a local or national political campaign.
- Join related student organizations and earn leadership roles. Get involved with student government and campus campaigns.
- Complete an internship with a government agency to get a foot in the door.