

# Communication Arts

## What can I do with this major?

Because employers rank communication skills as among the most valuable and the most transferable of skills, the Communication Arts degree is an excellent foundation for virtually every profession.

Areas	Employers	Strategies
<b><u>Business</u></b>		
Sales	Product and Service Organizations	Earn a minor in business or take business classes
Customer Service	Retail stores	
Management	Hotels	Develop strong verbal and written communication skills
Human Resources	Manufactures	Seek leadership roles in campus organizations
Training and Development	Banks and Financial Institutions	
Office Management	Consulting Firms	
Corporate Communication	Hospitals and Healthcare Organizations	Gain experience through internships.
<b><u>Organizational Communication</u></b>		
Crisis Management	Training and Development Firms	Join related professional organizations
Employee Relations	Human Resources	Complete Internships
Investor Relations	Consulting Organizations	Develop Team Building Skills
Community Affairs	State and Local Government	Study current organizational practices
Ethics	Corporate Communications	Take courses in business ethics
<b><u>Argumentation and Forensics</u></b>		
Rhetoric	Law Firms	Develop critical thinking skills
Debate	Political Campaigns	Participate in college debate
Public Speaking	Public Relations Firms	Obtain public speaking experience
Persuasion	High School and College Debate Programs	Conduct public speaking training sessions for students
	Speech Writer	
	Lobbyists	
	Political Aid	
	Communication Coordinator	

Areas	Employers	Strategies
<p><b><u>Public Relations/Advertising</u></b>  Public Relations  Advertising  Marketing  Corporate Public Affairs  Event Coordination</p>	Public Relations Firms Advertising Agencies Radio and Television Companies Public Opinion Research Firms Government Agencies	Take courses in public relations, advertising, and marketing Gain experience through internships Serve as public relations officer of an organization
<p><b><u>Non-Verbal Communication</u></b>  Haptics-Touch  Proxemics-Personal Space  Kinesics-Body Movement and Gestures  Paralanguage-Voice Tone, Pitch and Inflection  Facial Expressions</p>	Law Enforcement Marketing Research Entertainment Counseling Services Private Security Firms Loss Prevention Departments Public Speaking Consulting	Develop keen observation skills Become aware of your own non-verbal behavior
<p><b><u>Computer Mediated Communication</u></b>  Social Network Communication  Interface Design  Digital Media  Website Interactivity  Human Information Theory/Processes</p>	Internet Marketing Firms Website Design Social Network Websites Videogame Developers	Develop research skills Take computer science courses
<p><b><u>Interpersonal Communication</u></b>  Romantic Relationships  Familial Communication  Conflict Management  Gender Communication  Relationship Development</p>	Psychological Services Human Resources Departments Customer Relations Counseling Services	Acquire psychology minor Develop strong listening skills Learn from personal and professional experience