



What Can I Do with a Major in...

Communication

Possible Career Options

(some career areas require advanced education)

Admissions Representative
Advertising Agent
Associate Producer
Athletic Conference Director
Athletic Director
Business Manager
Buyer
Campaign Director
Claims Adjuster
Community Relations Director
Corporate Recruiter
Director, Career Services
Director, Food Services
Director, Greek Affairs
Director, Marketing
Director, Medical Information
District Manager
Facilities Manager
Human Resources Officer
Marketing Director
Media Relations Director
Personal Banker
Personnel Manager
Production Engineer
Public Address Announcer
Public Relations Coordinator
Public Relations Director
Radio Broadcaster
Sales Representative
Sports Agent
Sports Information Director
Sports Photographer
Sports Promoter
Sports Team Publicist
Sports Writer
Statistician
Teacher
Team General Manager
Television Broadcaster
Ticket Manager
Traffic Watch Anchor
Video Technician

Leadership/Management Skills

- Working independently (self-direction)
- Organizing
- Identifying problems and needs
- Working well under pressure to meet deadlines
- Selling, promoting, negotiating, persuading
- Mediating conflict
- Making effective decisions
- Integrating task and relational communication in groups
- Coordinating multiple perspectives and viewpoints
- Thinking outside the box

Communication/Writing Skills

- Comprehending written material
- Persuading others to accept ideas
- Speaking effectively with people in many situations
- Using media formats to present ideas creatively
- Listening objectively and reporting accurately
- Dealing with the public
- Critiquing, editing, proofreading
- Resolving conflict and using active listening
- Writing concisely and clearly

Research/Analytical Skills

- Analyzing the interrelationships of events and ideas from several perspectives
- Understanding and using organizing principles
- Reviewing large amounts of material and extracting essence
- Applying information creatively to solve specific problems
- Negotiating effective relationships
- Formulating questions to clarify a particular problem or issue
- Brainstorming and sifting through ideas
- Using various research methods: quantitative/qualitative analysis, interview, observation, and textual analysis

Other Skills

- Multi-tasking effectively

Print and Web Resources

OCS Books

Career Opportunities in Advertising and Public Relations
Careers in Communication and Entertainment
Careers in Communications
Careers in Publishing
Great Jobs for Communications Majors
Opportunities in Event Planning Careers
Opportunities in Public Relations Careers
The Journalist's Road to Success

Online Career Resources

Occupational Outlook Handbook
www.bls.gov/oco/ocos086.htm (PR)
www.bls.gov/oco/ocos020.htm (Ad/Marketing)
www.bls.gov/oco/ocos298.htm (Event Planning)
www.bls.gov/oco/ocos089.htm (Writing and Editing)
www.bls.gov/oco/ocos109.htm (Broadcasting)
www.bls.gov/oco/ocos088.htm (Journalism)

Internship Electronic Resources

After College
www.aftercollege.com

Idealist and Action Without Borders
www.idealist.org

Local Internships
www.hope.edu/knowhope/internships/index.cgi

Employment Opportunity Electronic Resources

Communication and Media Jobs
www.csuchico.edu/plc/communjobs.html

Media Bistro
www.mediabistro.com/joblistings

Media Communications Association International
<http://mcai-midmichigan.org>

Michigan Association of Broadcasters
www.michmab.org

Spotlight on Careers
www.spotlightoncareers.org

More resource links are available at the Office of Career Services website:

www.hope.edu/student/career

Professional Associations

American Association of Advertising Agencies
www.aaaa.org

American Communication Association
www.americancomm.org

American Press Institute
www.americanpressinstitute.org

Association for Women in Communications
www.womencom.org

Broadcast Education Association
www.beaweb.org

Federal Communications Commission
www.fcc.gov

National Association of Broadcasters
www.nab.org

National Communication Association
www.natcom.org

National Speakers Association
www.nsaspeaker.org

Public Relations Society of America
www.prsa.org

Radio-Television News Directors Association
www.rtnda.org

Toastmasters International
www.toastmasters.org

West Michigan Film & Video Alliance
www.wmfva.org

Hope Graduates in the Communication World

Account Executive	Foote Cone & Belding
Account Supervisor.....	J. Walter Thompson
Advertising Sales.....	Crain's Chicago Business
Animation Director.....	Lawrence Production
Assistant Professor.....	Penn State University
Associate Producer.....	Oxygen Media/Harpo Productions
Associate Vice President of Marketing.....	Priority Health
Baseball Broadcaster	New York Yankees (YES Network)
Church Relations & Special Projects Coordinator	Youth for Christ
Corporate Relations Representative	Chicago Mercantile Exchange
Correspondent	ABC News
Development Director.....	Grand Rapids Ballet
Director of Corporate Communications.....	Gentex
Director of Foundation and Government Grants.....	St Louis Symphony Orchestra
Editor/Seven Ball & Release Magazines.....	Old Hickory Media Group
Executive Editor.....	Merrill Lynch
Event Specialist.....	Marshall Field's
Financial Administrator.....	The Washington Post
General Manager	New Mexico Broadcasting Company
Grant Writer.....	WGVU-PBS/NPR at GVSU
Health Lobbyist	American Academy of Ophthalmology
Legal Clearance Manager.....	Young & Rubicam Brands
Magazine Editor.....	Mevcov Media
Manager of Strategic Sourcing.....	Turner Broadcasting System
Marketing Project Manager.....	Pfizer, Inc.
Media Planner/Buyer.....	Starcom MediaVest Group
Morning Radio Host/WSNX.....	Clear Channel Communications
News Director.....	Interlochen Public Radio
On-Air Promotions Manager.....	Post-Newsweek
Owner.....	The Event Company of Michigan
Personnel Manager.....	Houston Symphony
Photographer.....	Steelcase
Photojournalist.....	Time Warner Cable
Pilot.....	United Airlines
Public Relations Manager.....	Northwestern Memorial Hospital
Public Relations	Edelman PR Worldwide
Publications Coordinator	West Michigan Tourist Association
Regional Sales Manager	Cisco Systems, Inc.
Reporter	National Public Radio
Sales Promotion Manager.....	Nissan Motor Corporation USA
Senior Audio Post Production Engineer	Doner Advertising
Senior Director	Burson-Marsteller
Senior Producer	Comcast Sportsnet Chicago
Senior Public Relations Manager.....	Unisys Corporation
Senior Reporter.....	WEAU, Eau Claire, WI
Sports Copy Editor	Grand Rapids Press
Student Affairs Administrator	Southwest Texas State University
Systems Analyst	American Express Health Systems
Unit Manager/TV	Banyan Productions
Television Producer	WZZM, Grand Rapids; WLNS, Lansing; WNEM, Saginaw
Website Coordinator.....	White House Office of Media Affairs