

## **Communication Major Overview:**

The Communication major focuses on the study of how people communicate in various contexts, including interpersonal, organizational, media, and public settings. Students learn about communication theories, strategies, and technologies, while also developing skills in writing, public speaking, digital media, and media production. The program prepares students to understand and analyze communication processes and their impact on society, culture, and business. Graduates are equipped for careers in media, public relations, marketing, corporate communication, and other industries where effective communication is key.

## **Typical Industry Sectors:**

1. **Public Relations and Corporate Communication**
2. **Media and Journalism**
3. **Marketing and Advertising**
4. **Digital and Social Media**
5. **Event Planning and Management**

## **10 Sample Entry-Level Job Titles:**

1. **Public Relations Assistant**
2. **Social Media Coordinator**
3. **Media Relations Specialist**
4. **Marketing Communications Assistant**
5. **Content Writer**
6. **Copywriter**
7. **Communications Coordinator**
8. **Broadcast Assistant**
9. **Corporate Communications Specialist**
10. **Event Coordinator**

## **5 Hard Skills:**

1. **Digital Media and Social Media Management**
2. **Content Creation and Copywriting**
3. **Public Speaking and Presentation Skills**
4. **Media Relations and Press Release Writing**
5. **Video Production and Editing**

## **5 Soft Skills:**

1. **Communication**
2. **Creativity**
3. **Problem-solving**

4. Teamwork
5. Time Management

**Additional Training or Certifications:**

While a Communication degree offers foundational skills, certifications in areas like social media marketing (e.g., Hootsuite, Google Analytics), public relations (e.g., APR - Accredited in Public Relations), or digital marketing can enhance career prospects. Some roles may also require proficiency in specific communication tools or platforms. Internships and hands-on experience in media, PR, or marketing are essential for building a competitive portfolio.

**Student and National Organizations:**

1. [Public Relations Student Society of America \(PRSSA\)](#)
2. [National Communication Association \(NCA\)](#)
3. [American Advertising Federation \(AAF\)](#)
4. [International Association of Business Communicators \(IABC\)](#)
5. [Society for Professional Journalists \(SPJ\)](#)