ABOUT A DEGREE IN COMMUNICATION

The ability to communicate clearly, eloquently, and effectively has been the hallmark of an educated person since the beginning of recorded history. The study of communication explores the process of human interaction in interpersonal, intercultural, and political contexts. Through research and theory-building, communications majors seek to interpret how individuals use symbols to understand and act within their environment.

A bachelor’s degree in communication offers flexibility in career options. Those hoping to enter the fields of human relations, business, communication management, public policy and administration, or the media would find a communications background especially helpful.

RELATED SKILLS

- Write clearly and concisely
- Keenly observe people, information, and activities
- Influence and persuade others
- Design and present persuasive and analytical messages
- Inform and explain complex ideas to others
- Work as an integral part of a team
- Organize information and materials
- Recognize and solve problems
- Think critically and understand complex situations
- Speak and debate publicly
- Resolve conflict
- Communicate both in writing and speaking
- Work effectively against deadlines
- Mediate and negotiate

HIRING INSTITUTIONS

- Adoption and Childcare
- Advertising Departments
- Business Corporations
- Churches
- Civil Rights Commission
- Community Organizations
- Consumer Affairs Office
- Correctional Institutions
- Courthouse Systems
- Department of Defense
- Department of Education
- Department of Labor
- Education Institutions
- Educational Periodicals
- Federal Communication Commission
- Federal Housing Administration
- Federal Trade Commission
- Foreign Service
- Government Agencies
- Hospitals
- Housing and Urban Development
- Labor Unions
- Magazine Publishers
- Market Research Firms
- National Labor Relations Board
- Peace Corps
- Personnel Departments
- Recreation Departments
- Veterans Administration