



Communications and Media

Verbal and written communication is a part of everyday life, and those with an interest in this career area can work in a variety of professions. One of the largest segments of this career field is mass media, broadcast journalism, marketing and social media. These types of opportunities allow for a better understanding of how to connect and reach others through visual media and interpersonal interactions.

Tips for success

- **Develop communication skills:** Become comfortable communicating well and leading conversation with a diverse population of people.
- **Become familiar with relevant software:** Based on the niche area of communications and media you are pursuing, you may be required to learn how to use computer software.
- **Build your network:** Connect with friends, colleagues, individuals in professional associations or even those currently working in the industry to learn more about opportunities in your field.

Professional Associations

There are several local and national professional associations connected to this career field. Joining a professional association will help you network with professionals already in your field of interest, as well as expose you to new opportunities you may not have considered.

- **Association of Education and Journalism and Mass Communications**
- **Industrial Designers Society of America**
- **International Communication Association**
- **National Communication Association**
- **Public Relations Society of America**
- **Society for Marketing Professional Services**
- **The Association for Women in Communications**

Possible areas of employment

Graphic Design
Higher Education
Human Resources
International Relations
Journalism
Non-Profit
Public Relations
Radio to "TV/Film/ Video"
TV/Film/Video
Translating/Interpreting
Writing/Editing/Publishing

Top desired skills

Writing
Pitching
Speaking
Teamwork
Strategic thinking
Adaptability

