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