



# What can I do with a major in **COMMUNICATION** from Valparaiso University?

## Description of major:

Learn the process of communication as it applies to the several fields it represents: journalism, public relations, and speech. Allows specialization in several areas at the junior and senior levels, including print and broadcast journalism and public relations.

## Relevant skills for a COMMUNICATION major:

- ◆ Applying theory
- ◆ Composing
- ◆ Conceptual ability
- ◆ Conceiving, developing, & generating ideas
- ◆ Conflict resolution
- ◆ Creativity
- ◆ Customer service
- ◆ Decision making
- ◆ Editing
- ◆ Entertaining
- ◆ Experimenting with ideas
- ◆ Explaining concepts
- ◆ Expressing self
- ◆ Forecasting
- ◆ Form perceptions
- ◆ Generating ideas with commercial possibilities
- ◆ Good judgment
- ◆ Good vocabulary, Fluent speech
- ◆ Imagining
- ◆ Innovating
- ◆ Integrating diverse elements from others' ideas
- ◆ Keeping minutes
- ◆ Leading, coordinating
- ◆ Linguistics
- ◆ Love literature
- ◆ Memory for faces
- ◆ Motivating others
- ◆ Negotiating
- ◆ Perceptive
- ◆ Problem solving
- ◆ Promotional writing
- ◆ Proofreading
- ◆ Publicity writing
- ◆ Quick thinking
- ◆ Reading
- ◆ Reading graphs
- ◆ Relate to abstract ideas
- ◆ Reporting accurately
- ◆ Seeing connections
- ◆ Sense of showmanship and timing
- ◆ Showing foresight
- ◆ Simplifying ideas
- ◆ Spatial memory
- ◆ Speech writing
- ◆ Summarizing
- ◆ Synthesizing perceptions
- ◆ Team building
- ◆ Translating
- ◆ Visualizing shapes
- ◆ Warm letter composition
- ◆ Working with others
- ◆ Working with self-direction
- ◆ Writing
- ◆ Writing vividly
- ◆ Writing with humor and others!

## Sample work activities for Graduates in COMMUNICATION (some may require an advanced degree)

- Advertising
- Agricultural journalism
- Article writing
- Business writing
- Commentary
- Communications consulting
- Consumer information
- Consumer relations
- Copy editing
- Copy writing
- Creative writing
- Editorial writing
- Feature writing
- Graphics
- Industrial and government publications
- Information services
- Information specialist
- Internet communication (Web page design, news writing)
- Journalism teaching
- Magazine journalism
- News editing
- Photography
- Photojournalism
- Political communications
- Public affairs
- Public relations
- Publication design
- Publishing house editing
- Radio journalism
- Reporting
- Review writing
- School publications
- Science writing
- Specialty writing
- Speech writing
- Sports broadcasting
- Technical report writing
- Television journalism
- Video production
- Wire service writing

## Potential hiring institutions for COMMUNICATION majors:

- ◆ Advertising Agencies
- ◆ Cable stations
- ◆ Colleges & Universities
- ◆ Government agencies
- ◆ Human Resources Departments or Firms
- ◆ In-house agencies
- ◆ Internet Service Providers
- ◆ Magazines
- ◆ Meeting Planner
- ◆ National radio/TV networks
- ◆ Newspapers
- ◆ Nonprofit organizations
- ◆ Photographic services
- ◆ Politicians
- ◆ Public Relations Agencies
- ◆ Publishing companies: Trade books/magazines, Paperbacks,
- Educational & professional, Religion
- ◆ Radio stations
- ◆ Retail stores
- ◆ State/regional networks
- ◆ Television stations
- ◆ Trade associations
- ◆ Video Production Companies and others!

## Areas of further education for COMMUNICATION majors:

- Advertising & Public Relations
- Area Studies
- Business Administration
- Communication
- Computer Art & Design
- Conflict Resolution & Mediation
- Corporate & Organizational Communication
- Education
- Electronic Commerce
- Entrepreneurship
- Ethics
- Film, Television & Video
- Foreign Languages/Literature
- Graphic Design
- Hospitality Management
- Human Resources Management
- Humanities
- Internet & Interactive Multimedia
- Journalism
- Law
- Liberal Studies
- Linguistics
- Mass Communication
- Media Studies
- Philosophy
- Political Science
- Publishing
- Religion/Theology
- Speech & Interpersonal Communication
- Technical Writing
- Travel & Tourism
- Writing
- and others!

## Sources of additional information for COMMUNICATION majors:

### General Communication websites

- VU Department of Communication: <http://www.valpo.edu/comm/>
- Occupational Outlook Handbook: the US Bureau of Labor Statistics compiles information about various occupations, including the nature of the work, the job outlook, the earnings, and other relevant information. <http://www.bls.gov/oco/oco1002.htm>
- Association for Women in Communication: the one organization that recognizes the complex relationships that exist across communications disciplines. Modern communicators must demonstrate competence in varied disciplines and be able to network and make career moves across the broad spectrum of communications fields. Site includes a Careers and Networking page. <http://www.womcom.org/>
- International Association of Business Communicators: Contains career and job postings. <http://www.iabc.com>
- National Communication Association: a non-profit organization that promotes study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication. The Placement Service is available to NCA members only. <http://www.natcom.org/>
- Society for Technical Communication: a professional association that advances the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, multimedia artists, Web and Intranet page information designers, translators and others whose work involves making technical information understandable and available to those who need it. Site includes academic information as well as jobs and salaries. <http://www.stc.org>

### Advertising

- Advertising Job Bank: The Advertising Job Bank is an employment information resource to inform both employees and employers involved in advertising about job openings and applicant qualifications. <http://pwr.com/ADJOBANK/>
- Advertising Media Internet Center: Resources & data for advertising and marketing professionals. <http://www.amic.com>

- American Association of Advertising Agencies: The American Association of Advertising Agencies (AAAA) is the national trade association of the advertising agency business. The AAAA acts as the industry's spokesperson with government, media, and the public sector. Many clients and several agency search consultants include AAAA membership as a credential in their initial screening process. Site has a link to an Advertising Jobs Site. <http://www.aaaa.org/>
- Talent Zoo: An employment agency that assists agencies and advertisers in recruiting. <http://www.talentzoo.com>

### Broadcasting

- American Women in Radio and Television: a national, non-profit organization dedicated to advancing women in the electronic media and related fields. Site has a CareerLine with job opportunities but you must be a member. <http://www.awrt.org/>
- National Association of Broadcasters: represents the radio and television industries in Washington -- before Congress, the FCC and federal agencies, the courts, and on the expanding international front. NAB provides leadership and its vast resources to our supporting members, to broadcasters at-large, and through ongoing public service campaigns to the American people. Seeks to maintain a favorable governmental, legal and technological climate for the constantly evolving and dynamic business of free over-the-air broadcasting. Site includes a Career Center. <http://www.nab.org/>
- National Cable Television Association: the cable industry's major trade association. Its primary mission is to provide its members with a strong national presence by providing a single, unified voice on issues affecting the cable industry. Site links to the Cable Careers Network that lists job opportunities. <http://www.ncta.com>
- Radio Connection: information about the radio industry. <http://www.radioconnection.com/resources-links.html>
- TV Jobs.Com: An Internet based employment service dedicated to helping you find employment in the highly competitive broadcast marketplace. <http://www.tvjobs.com>
- TVandRadioJobs.Com: A job listings website by Interscape. <http://tvandradijobs.com/>

### Journalism

- The Write Jobs: a job board that maintains listings of current employment opportunities for those with writing skills. <http://www.writerswrite.com/jobs/>
- JournalismJobs: Includes job listings, interviews with professionals in the field, the latest industry news and much more. <http://www.journalismjobs.com/>
- Journalistic Resources Page: Links to all kinds of resources related to Journalism. <http://www.markovits.com/journalism/>
- American Society of Journalists and Authors: brings leadership in establishing professional and ethical standards, and in recognizing and encouraging the pursuit of excellence in nonfiction writing. Includes tips and information for writers. <http://www.asja.org>

### Public Relations

- National School Public Relations Association: provides school communication training and services to school leaders throughout the United States, Canada, and the U.S. Dependent Schools worldwide. Advances education through responsible communication. Need to be a member to access job listings. <http://www.nspr.org>
- Online Public Relations: dedicated to helping you deliver better, faster and less-expensive online PR. Links to various information related to public relations. <http://www.online-pr.com/>
- Public Relations Society of America: the world's professional organization for public relations practitioners. Members represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Site includes a Career Resources page. <http://www.prsa.org/>

### VU Career Center Resource Library Materials:

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| <ul style="list-style-type: none"> <li>• <i>100 Best Nonprofits to Work for</i></li> <li>• <i>Becoming a Graphic Designer</i></li> <li>• <i>Career Opportunities in Advertising &amp; Public Relations</i></li> <li>• <i>Career Opportunities in Banking, Finance &amp; Insurance</i></li> <li>• <i>Career Opportunities in Television, Cable, Video, and Multimedia</i></li> <li>• <i>Career Opportunities in Travel &amp; Tourism</i></li> <li>• <i>Careers for Cybersurfers &amp; Other Online Types</i></li> <li>• <i>Careers for Travel Buffs &amp; Other Restless Types</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Careers in Communications and Entertainment</i></li> <li>• <i>Chicago Creative Directory</i></li> <li>• <i>Civil Service Career Starter</i></li> <li>• <i>Graduate Admissions Essays: Write Your Way into the Graduate School of Your Choice</i></li> <li>• <i>Graduate Programs in Humanities</i></li> <li>• <i>Graduate Programs in Social Sciences</i></li> <li>• <i>Graduate Schools in the U.S</i></li> <li>• <i>Graduates' Guide to Business Success</i></li> <li>• <i>Great Jobs for Communication Majors</i></li> <li>• <i>Great Jobs for Liberal Arts Majors</i></li> </ul> |
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- *Guide to America's Federal Jobs*
- *Harvard Business School Guide to Careers in Management Consulting*
- *Harvard Business School Guide to Careers in Marketing 2001*
- *Harvard Business School Guide to Careers in the Nonprofit Sector*
- *How to Write a Winning Personal Statement for Graduate and Professional School*
- *Job Surfing: Freelancing*
- *Job Surfing: Media & Entertainment*
- *O'Dwyer's Directory of Corporate Communications*
- *Opportunities in Banking Careers*
- *Opportunities in Broadcasting Careers*
- *Opportunities in Commercial Art and Graphic Design Careers*
- *Opportunities in Direct Marketing Careers*
- *Opportunities in Fundraising Careers*
- *Opportunities in Government Careers*
- *Opportunities in Hospital Administration Careers*
- *Opportunities in Hotel & Motel Careers*
- *Opportunities in Human Relations Careers*
- *Opportunities in Insurance Careers*
- *Opportunities in Journalism Careers*
- *Opportunities in Law Careers*
- *Opportunities in Photography Careers*
- *Opportunities in Property Management Careers*
- *Opportunities in Publishing Careers*
- *Opportunities in Purchasing Careers*
- *Opportunities in Real Estate Careers*
- *Opportunities in Sales Careers*
- *Opportunities in Television and Video Careers*
- *Opportunities in Travel Careers*
- *Peterson's Game Plan for Getting into Business School*
- *Peterson's Game Plan for Getting into Graduate School*
- *Peterson's Game Plan for Getting into Law School*
- *Peterson's Graduate & Professional Programs, 6 Vol Set*
- *Peterson's Mba Programs, 2001: U.S., Canadian, and International Business Schools*
- *Peterson's Media Companies 2000*
- *Resumes for Advertising Careers*
- *Resumes for Business Management Careers*
- *Resumes for Communications Careers*
- *So You Want to Be a Lawyer*
- *The Book of U.S. Government Jobs: Where They Are, What's Available, and How to Get One*
- *Undergraduate's Guide to Corporate Leadership Development Programs*
- *US Directory of Entertainment Employers and others!*

**For more information about majoring in COMMUNICATION, contact:**

Douglas Kocher, Ph.D.  
 Communication Department Chair  
 Schnabel Hall 30  
 464-5271  
 Douglas.Kocher@valpo.edu

Lanie Steinwart, MALS  
 Communication Department Instructor  
 Schnabel Hall 7  
 464-5780  
 Lanie.Steinwart@valpo.edu

**For more questions about your career decisions, please make an appointment with a VU Career Counselor by calling 464-5005, stopping by the Career Center in Alumni Hall or e-mailing us at [Career.Center@valpo.edu](mailto:Career.Center@valpo.edu)**