COMMUNICATIONS

Education Example

Pace University, Dyson School of Arts and Sciences

New York, NY

B.A. in Communication Studies

GPA: 3.X

Summary

The field of communications encompasses the areas of advertising, broadcasting, film, journalism, marketing, public relations/corporate communications, and publishing. A career in communications is one that utilizes strong interpersonal, written and verbal communication, visual, creativity and critical thinking skills often in a fast paced, ever-changing media environment. Pace’s communications and media majors provide class work in production, film, journalism, speech, media theory, new media, and writing for media, and prepares students with writing skills for all media outlets, technical skills in video production and editing, verbal skills for effective workplace communication and professional presentation skills. Students may also minor in Communications.

Selected Occupational Opportunities

- Publicist
- Media Planner
- Director
- Promotions Manager
- Magazine/Book Editor
- Photographer
- Program Director
- Technical Writer
- Film/Video Editor
- Brand Manager
- Producer
- Broadcast News Analyst
- News Director
- Screenwriter
- Art Director
- Creative Director
- Account Executive
- Copywriter
- Market Researcher
- General Manager
- Copy Editor
- Freelance Writer
- Editorial Assistant
- Chief Editor
- Researcher
- Production Assistant
- Investor Relations
- Corporate Communications
- Correspondent
- Columnist
- Station Manager
- Continuity Director
- Product Manager
- Camera Operator
- Media Planner
- Director
- Promotions Manager
- Magazine/Book Editor
- Photographer
- Program Director
- Technical Writer
- Film/Video Editor
- Brand Manager
- Producer
- Broadcast News Analyst
- News Director

Skills and Abilities

- Strong oral and written communication
- Ability to work quickly and accurately under tight deadlines
- Understanding of industry-specific software and hardware
- Excellent networking skills
- Strong problem-solving and research skills
- Creativity
- Self-motivation, perseverance, and an ability to take and implement criticism

Resources & References


What Can I Do With This Degree? (http://www.pace.edu/emplibrary/communications.pdf)

Communications Careers Overview (http://www.careeroverview.com/media-communications-careers.html)

The Association of Magazine Media (http://www.magazine.org/)

Continued on reverse side
Public Relations Society of America (http://www.prsa.org/)
Careers in Advertising and Public Relations (http://www.careers-in-marketing.com/ad.htm)
American Society of News Editors (http://www.asne.org/kiosk/careers/jcartxt.htm)
Mandy’s Film & TV Production Directory (http://www.mandy.com/)
TV Jobs Broadcast Employment Services (http://www.tvjobs.com/index_a.htm)