

Bachelor of Arts: Communication Studies **Minor: Communication Studies, Performance & Storytelling**

Recognizing the importance of human communication in both professional and personal lives, Communication Studies majors explore communication and develop skills in a variety of contexts. We live in a complex, rapidly changing world and skilled communicators will be most successful in their personal and professional lives. Our majors work wherever effective communication skills are valued. A degree in Communication Studies prepares students for graduate school or a professional position in a wide variety of fields. Employers recommend one or more internships to be successful and competitive when entering this field.

Career types associated with Communication Studies

Artistic - "Creator"
Social - "Helper"
Enterprising - "Persuader"

Related skills, values, and qualities

- Ability to critically analyze, interpret and convey information to others
- Strong listening, clarifying, questioning, and responding skills
- Proficiency in written and oral communication
- Ability to adapt to new environments and improvise when needed
- Ability to work in a team environment
- Ability to work well with diverse populations
- Ability to strategically approach problem solving and decision making
- Strong interpersonal, teamwork and networking skills

Common interests of Communication Studies majors

- Participating on a debate or forensic team
- Participating in election or fundraising campaigns
- Planning Events
- Creating multi-media projects

Courses Communication Studies majors typically enjoy

- Interpersonal Communication
- New Media
- Social Gaming
- Social Movements
- Storytelling
- English
- Debate
- Journalism
- Theatre
- Psychology

For more information about the major

Contact the Communication Studies Department,
214 Rickenbach Learning Center, 610-683-4560,
or visit www.kutztown.edu/CommunicationStudies

KU Majors related to Communication Studies

Social Media Theory & Strategy, Cinema, Television and Media Production, Communication Design, English, Professional Writing, Marketing, Political Science, Psychology, Public Relations.

Artistic students may also be interested in:

Advertising*, Education, German, International Studies*, Library Science, Literature*, Music, Music Education, PA German Studies*, Philosophy, Public Relations*, English or Modern Languages), Studio Art, Spanish or Women, Gender & Sexuality Studies*.

*minor only

FOUR STEPS TO SUCCESS

EXPLORE

1ST YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

DISCOVER

2ND YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

EXPERIENCE

3RD YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in Careers Cafe & networking programs.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

IMPLEMENT

4TH YEAR

- Attend your senior kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

Sample Career Titles

Communication Studies majors can be found working in a wide variety of career fields and industries.

Here are just some career titles that may be of interest.

Please note that some jobs may require further education and training.

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|---------------------------------------|---|-------------------------------------|-------------------------------|
| • Account Coordinator | • Copy Writer | • Insurance Adjuster | • Personnel Manager |
| • Admissions Director | • Corporate Recruiter | • Internal Communication Specialist | • Pharmaceutical Sales Rep. |
| • Advertising/Marketing Specialist | • Critic | • Journalist | • Politician |
| • Advertising Sales Rep. | • Customer Service Rep. | • Legislative Assistant | • Political Consultant |
| • Alumni Relations Rep. | • Development Officer/Fundraiser | • Marketing Specialist | • Portfolio Manager |
| • Announcer | • Editor/Author | • Media Planner | • Producer |
| • Booking Manager | • Exhibit/Display Designer | • Media Relations Director | • Public Information Officer |
| • Broadcast Journalist | • Extension Service Specialist | • Media Salesperson | • Public Relations Specialist |
| • Business Manager | • Financial Aid Counselor | • Mediator | • Radio/TV Announcer |
| • College Professor | • Foreign Service Officer | • Ministry | • Sales Representative |
| • Communications Coordinator | • Graphic Designer | • Narrator | • Social Media Manager |
| • Communication Technology Specialist | • Hotel Manager | • Paid Speech Writer | • Staffing Agency Recruiter |
| • Community Affairs Officer | • Human Resource Specialist | • Performer | • Technical Communicator |
| | • Industrial Labor Relations Specialist | • Personnel Interviewer | • Theater Manager |
| | | | • Ticket Sales Coordinator |
| | | | • Website Director |

To learn more about these careers, visit <http://online.onetcenter.org> or www.bls.gov/oco

Common Internship Sites and Employers

Communication Studies majors often find internships and employment in the following fields/industries.

- Newspapers/Magazines
- Theatres
- Colleges/Universities
- Professional Sports Teams
- Public School Systems
- Radio/Television
- Public Relations Firms
- Advertising Firms
- Hospitality/Tourism
- Business & Industry
- International Organizations
- Media Companies
- Political Organizations
- Nonprofit Organizations
- Amusement Parks
- Local, State, Federal Government



Handshake is the primary online resource
for preparing and connecting students and alumni with employers.
www.kutztown.edu/handshake

Useful Websites for Communication Studies Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

Industry/Employment Information

Recognition in Advertising
www.oneclub.org

Federal Communications Jobs
www.fcc.gov

Internships
www.internships.com

Showbiz Jobs.com
www.showbizjobs.com

Communications Jobs
www.communicationsjobs.net

PR, Marketing, & Communications
www.prsa.org/jobcenter

PR Jobs
www.prcrossing.com

LinkedIn Jobs
www.linkedin.com/jobs

Professional Associations

National Communication Association
www.natcom.org

American Association of Advertising
Agencies
www.aaaa.org

Public Relations Society of America
www.prsa.org

International Association of
Business Communicators
www.iabc.com

American Advertising Federation
www.aaf.org

Online News Association
<http://journalists.org>

Nat'l Press Photographers Association
bop.nppa.org

Society of Professional Journalists
www.spj.org

Related Area Employers

Altitude Marketing
Aramark
ArtsQuest
Clark Associates, Inc.
Computer Aid Inc.
Da Vinci Science Center
Dorney Park
FCI Multiple Services
Greater Reading Chamber Alliance
Hershey Entertainment and Resorts
Kutztown University: Foundation and Alumni Relations
Kutztown University: University Relations Office
Kutztown University: Small Business Development Center
Lehigh Valley Chamber of Commerce
Lehigh Valley IronPigs
Lehigh Valley Zoo
Reading Royals
Strunk Media Group
webCemeteries
WebFX

Building Your Resume for a Career in Communication Studies

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

Cody Communication Studies

cocomm000@live.kutztown.edu, www.linkedin.com/in/cody, 555-555-5555

PROFILE

Interested in a Public Relations Specialist position for a media business.

EDUCATION

B.A. Kutztown University of Pennsylvania
Major: Communication Studies, Minor: Public Relations
GPA: 3.61

Kutztown, PA
Dec 20xx

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through internships.

INTERNSHIP & EXTERNSHIP EXPERIENCE

Lehigh Valley Promotions

Public Relations Intern

- Assisted with coordination of speaking engagements and special events
- Created press releases and monitored all forms of media
- Scheduled client appointments and group meetings
- Updated and maintained contact databases

Easton, PA
Summer 20xx

KL Marketing Concepts

Extern

- Witnessed preparation and execution of a televised press release
- Observed meeting with marketing team regarding branding and promotions strategies

Reading, PA
Feb 20xx

CAMPUS LEADERSHIP & INVOLVEMENT

Presidential Ambassador Student Engagement Chair, Kutztown University

Spring 20xx-Present

- Coordinate networking events with KU Alumni Engagement Office to connect current students and alumni
 - Create and promote alumni mentorship program through use of targeted emails and Alumni LinkedIn page
 - Monitored and maintained Presidential Ambassador social media sites including Facebook, LinkedIn & Twitter
- Presidential Ambassador, Kutztown University
- Work directly with President's Office to promote student-alumni connection events such as career networking nights, homecoming festivities, and alumni dinners

Fall 20xx-Present

President, Kutztown University Public Relations Club

Fall 20xx-Present

- Organize and facilitate bi-weekly club meetings
- Coordinate and promote club fundraising events
- Implemented effective advertising through original poster designs and maintenance of club webpage

Member, Kutztown University Public Relations Club

Fall 20xx-Present

Volunteer, Special Olympics, Kutztown University

Spring 20xx, Spring 20xx

Utilize summer breaks to acquire valuable experience via volunteer or employment opportunities related to your major.

WORK EXPERIENCE

Clothing Inc.

Sales Associate

- Resolve customer issues and answer patron inquiries
- Train new employees and handle customer transactions
- Organize merchandise and develop original displays

Kutztown, PA
Aug 20xx-Present

HONORS & AWARDS

Dean's List

Summa Cum Laude

Communication Studies Student of the Year

Successful Student Scholarship

Career Success Certificate, Kutztown University Career Development Center

Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx-Spring 20xx
Dec 20xx
Spring 20xx
Fall 20xx
Spring 20xx
Fall 20xx

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.