

Careers in Communication

Presented by

Career Services

The University of Toledo



Occupations today require a college educated individual who can...

- # **Write and speak well**
 - # **Solve problems**
 - # **Learn new information quickly**
 - # **Work well with others on a team**
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College graduates use their education
in a wide variety of fields...

Your future career may relate more to your

Personal career interests

Work values

Transferable skills

than any specific academic major.

Related Skills for Communications Majors

- ✦ Create powerful images with sight, sound, motion & words
 - ✦ Write press releases, scripts, or other promotional materials
 - ✦ Ability to write clearly
 - ✦ Effective speaking
 - ✦ Present specific viewpoints
 - ✦ Influential/persuasion skills
 - ✦ Synthesizing information
 - ✦ Interpretation skills
 - ✦ Reporting and editing skills
 - ✦ Create entertaining and persuasive messages
 - ✦ Demonstrate creativity and artistic expression
 - ✦ Define hypotheses
 - ✦ Evaluate ideas and presentation
 - ✦ Gather information and data
 - ✦ Compare and contrast evidence
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Related Skills for Communications Majors

- # Evaluate information and sources
 - # Critical thinking skills
 - # Develop market research
 - # Measure media effects
 - # Planning and managing skills
 - # Work with deadlines
 - # Work independently
 - # Attention to details
 - # Work in teams / small groups
 - # Identify and manage different needs of individuals, groups, etc.
 - # Understand institutional and cultural values
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Related Career Titles for Communication Studies Majors

- # Account Executive
- # Paralegal
- # Retail Manager
- # Personnel Specialist
- # Insurance Agent/Broker
- # Technical Writer
- # Customer Service Representative
- # Events Planner
- # Recruiter
- # Fashion Merchandiser
- # Restaurant Manager
- # Bank Officer
- # Print Production Coordinator
- # Manager-Administrator

Related Career Titles for Communication Studies Majors

- # Actor
- # Government Relations Specialist
- # Advertising Account Executive
- # Graphic Artist
- # Sports Promoter
- # Advertising Copywriter
- # Greeting Card Writer
- # Public Information Officer
- # Director- Film, Video, Theatre
- # Radio/TV Announcer
- # Reporter/Journalist
- # Writer/Author

Related Career Titles for Communication Studies Majors

- # Campaign Manager
- # Minister/Priest/Rabbi
- # Recreation Coordinator
- # Health Services Administrator
- # Social Services Administrator
- # Negotiator
- # Social Worker
- # Speech Writer
- # Lawyer
- # Legislative Aide
- # Probation & Parole Officer
- # Translator
- # Foreign Service Officer

Related Career Titles for Communication Studies Majors

- # Administrator
- # Educational Tester
- # Student Services Specialist
- # Audio/Visual Specialist
- # Guidance Counselor
- # Teacher
- # Mediator
- # Instructional Program Designer
- # Speech Pathologist
- # Development Officer/
Fund Raiser
- # Educational Consultant
- # Spokesperson for Education

Writers and Editors, Including Technical Writers

Significant Points

- Most jobs require a college degree in the liberal arts—communications, journalism, and English are preferred—or a technical subject for technical writing positions.
 - Competition is expected to be less for lower paying, entry-level jobs at small daily and weekly newspapers, trade publications, and radio and television broadcasting stations in small markets.
 - Persons who fail to gain better paying jobs or earn enough as independent writers usually are able to transfer readily to communications-related jobs in other occupations.
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Writers and Editors, Including Technical Writers Earnings

- # Median annual earnings for writers and editors, including technical writers, were \$36,480 in 1998.
 - # The middle 50 percent earned between \$27,030 and \$49,380 a year.
 - # The lowest 10 percent earned less than \$20,920 and the highest 10 percent earned over \$76,660.
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Writers and Editors, Including Technical Writers

Earnings

- # Median annual earnings in the industries employing the largest numbers of writers and editors of nontechnical material in 1997 were as follows:
 - Advertising \$38,100
 - Periodicals \$35,900
 - Books \$35,200
 - Newspapers \$28,500
 - Radio and television broadcasting \$26,300
 - # Median annual earnings of technical writers and editors in computer data and processing services were \$39,200 in 1997.
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Significant Points

- # Employment of public relations specialists is expected to increase faster than average, while keen competition is expected for entry-level jobs.
 - # Opportunities should be best for college graduates who combine a degree in journalism, public relations, advertising, or other communications-related fields with public relations work experience.
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Public Relations Specialists

Earnings

- # Median annual earnings for salaried public relations specialists were \$34,550 in 1998.
 - # The middle 50 percent earned between \$26,430 and \$46,330.
 - # The lowest 10 percent earned less than \$21,050, and the top 10 percent earned more than \$71,360.
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Public Relations Specialists

Earnings

- # Median annual earnings in the industries employing the largest numbers of public relations specialists in 1997 were:
 - Management and public relations \$35,100
 - State government, except education and hospitals \$32,100
 - Colleges and universities \$30,600

 - # There was little difference between the median salaries for account executives in public relations firms, corporations, government, health care, or nonprofit organizations—all ranged from over \$32,000 to nearly \$34,000.
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Advertising, Marketing, and Public Relations Managers

Significant Points

- # Employment is projected to increase rapidly, but competition for jobs is expected to be intense.
 - # Advertising, marketing, and public relations managers have high earnings, but substantial travel and long hours, including evenings and weekends, are common.
 - # A college degree with almost any major is suitable for entering this occupation, but most people enter these jobs after acquiring experience in related positions.
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Advertising, Marketing, and Public Relations Managers Earnings

- # Median annual earnings of advertising, marketing, promotions, public relations, and sales managers in 1998 were \$57,300.
 - # The middle 50 percent earned between \$38,230 and \$84,950 a year.
 - # The lowest 10 percent earned less than \$28,190 and the highest 10 percent earned more than \$116,160 a year.
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What can you do to increase your chances of getting a job?

- # Develop public speaking skills, computer (keyboarding) skills, and networking skills.
 - # Compete with campus debate/forensics teams or Toastmasters.
 - # Get involved with the campus radio/TV stations or newspaper.
 - # Work as a paraprofessional in campus offices such as admissions, orientation, leadership, career services, health & wellness, public information, etc.
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Resources

- # **Occupational Outlook Handbook, 2000-2001 Edition**
(<http://www.bls.gov/oco/home.html>)
 - # **What Can I Do With a Major In...? The University of North Carolina at Wilmington Career Services**
(<http://www.uncwil.edu/stuaff/career/Majors/>)
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Career Services

- # Career counseling
- # Career information
- # Resume writing
- # Internships, Jobs



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