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
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
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
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

Government & Social Services
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.
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.
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.
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.
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.
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.
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.
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.
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.
Resources

  (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/)
Career Services

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

www.student-services.utoledo.edu/career
Student Union 1532
530-4341