

Communication

This sheet has sample occupations, work settings, employers, and career development activities associated with this major. Some of these options may require additional training and career planning. You are not limited to these options when choosing a possible career path.

Sample Occupations

Advertising/Public Relations	Human Resources Manager	Media and Communication Studies	Digital Media Producer
Advertising and Promotions Manager	Lobbyist	Advertising and Promotions Manager	Librarian
Advertising Copywriter	Management Analyst	Arbitrator	Media Manager
Advertising Sales Agent	Marketing Manager	Art Director (Film, Radio, TV)	Newspaper/Magazine Journalist
Consultant	Public Relations Manager	Archivist	Research Analyst
Event Planner	Public Relations Specialist	Audio/Video Equipment Technician	System Analyst
Fundraiser	Social Media Manager		Teacher
Graphic Designer	Special Events Coordinator		Writer/Author/Editor
	Technical Director/Manager		

Sample Work Settings

Advertising Agencies	Digital Media Companies	ICT Start-Ups	Photo Agencies
Boards of Education	Government Agencies	Lobby Organizations	Public Relations Firms
Communications Agencies	Human Resource Departments	Magazines	Publishing Companies
Communications Offices	Independent Production Companies	Marketing Departments	Radio/TV/Cable Companies
Consulting Firms		News & Information Offices	
Corporate Settings		Non-Profit Organizations	

Sample Employers

A sample of organizations that have hired students with a concentration in communication.

Board of Governors/State University System of Florida	Diverse Computing, Inc.	MTV	TECT Corporation
Challenger Learning Center	ESPN	Sachs Media Group	Tribridge Consulting
Cumulus Broadcasting	HSN	Tallahassee Democrat	VISIT FLORIDA
	Magic Whiteboard Products	Tallahassee Memorial HealthCare	VR Systems
	MECLABS		Zimmerman Agency

Connecting Majors, Skills, and Occupations

- View learning outcomes associated with your major in the *FSU Undergraduate Academic Program Guide Learning Compact*: www.learningforlife.fsu.edu/smalcs/learningcompacts.cfm
- Explore the connection between occupations and skills in O*Net: www.onetonline.org
- Use the FSU Career Portfolio to document transferable skills you develop through your major and other experiences: www.portfolio.fsu.edu
- Use ProfessioNole to learn more about industry demands, career expectations, and opportunities from professionals: www.career.fsu.edu/professionole

Sample Websites

FSU College of Communication & Information www.comm.cci.fsu.edu	Communication Jobs www.communicationjobs.net	Media Bistro www.mediabistro.com
Corporation for Public Broadcasting www.cpb.org	JournalismJobs.com www.journalismjobs.com	The Write Jobs www.writejobs.com

Sample Career Center Library Resources

Sample Books

Career Opportunities in Advertising and Public Relations.....IIB 11-2011 F5	Making It in Public Relations: An Insiders Guide to Career Opportunities.....IIB 27-3031 M6
Career Opportunities in Journalism.....IIB 27-3000 B8	Marketing and Distribution.....IIA CIC-10
Career Opportunities in Writing.....IIB 27-3043 G8	O'Dwyer's Directory of Corporate Communications.....VIB6 031
Careers in Communications.....IIB 27-3000 N6	Resumes for Communications Careers.....VA V3
Communication and the Arts.....IIA CIC-2	Resumes for Sales and Marketing Careers.....VA V2

Self Exploration and Career Information

To explore values, interests, and skills:

To explore occupational outlooks and salaries:

Choices Planner
www.flchoices.org

Sigi3
www.career.fsu.edu/sigi
(Obtain a User ID from a Career Advisor)

NACE Starting Salaries Survey Data
www.naceweb.org/salary-resources/starting-salaries.aspx

Occupational Outlook Handbook
<http://www.bls.gov/oo>

Salary.com
www.salary.com

SeminoleLink Plus! Services
www.career.fsu.edu/seminolelink

See additional resources in Career Center Advising Module Sheets:
www.career.fsu.edu/advising/modules.cfm

Sample Professional Organizations

American Association of Advertising Agencies - New York, NY
www.aaaa.org

American Society of Journalists & Authors - New York, NY
www.asja.org

Association for Women in Communications - Alexandria, VA
www.womcom.org

International Association of Business Communicators - San Francisco, CA
www.iabc.com

International Communication Association - Washington, DC
www.icahdq.org

National Association of Black Journalists - College Park, MD
www.nabj.org

National Association of Broadcasters - Washington, DC
www.nab.org

National Communication Association - Washington, DC
www.natcom.org

Public Relations Society of America - New York, NY
www.prsa.org

For other related professional organizations, go to FSU Libraries database at lib.fsu.edu; select Find a Database; search for Gale Databases; choose Associations Unlimited.

Additional Information

Florida State University Career Guide 2013-2014
www.career.fsu.edu/pubs/2013-14CareerGuide.pdf

Career Guides
www.career.fsu.edu/advising/guides.cfm

Library Links
www.career.fsu.edu/library/links.cfm

Steps to Career Success
www.career.fsu.edu/Steps-to-Career-Success/