

# 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

Advertising and Promotions Manager

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Advertising Copywriter Advertising Sales Agent

Consultant Event Planner Fundraiser

Graphic Designer

Human Resources Manager

Lobbyist

Management Analyst Marketing Manager Public Relations Manager Public Relations Specialist Social Media Manager

Special Events Coordinator Technical Director/Manager Media and Communication Studies

Advertising and Promotions

Manager Arbitrator

Art Director (Film, Radio, TV)

Archivist

Audio/Video Equipment

Technician

Digital Media Producer

Librarian

Media Manager

Newspaper/Magazine Journalist

Research Analyst System Analyst

Teacher

Writer/Author/Editor

# Sample Work Settings

Advertising Agencies Boards of Education Communications Agencies Communications Offices

Consulting Firms
Corporate Settings

Digital Media Companies Government Agencies Human Resource Departments Independent Production

Companies ICT Start-Ups Lobby Organizations Magazines

Marketing Departments
News & Information Offices
Non-Profit Organizations

Photo Agencies

Public Relations Firms
Publishing Companies
Radio/TV/Cable Companies

# Sample Employers

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

Board of Governors/State University System of Florida Challenger Learning Center

Cumulus Broadcasting
Diverse Computing, Inc.

ESPN HSN

Magic Whiteboard Products

MECLABS MTV Sachs Media Group Tallahassee Democrat Tallahassee Memorial HealthCare

**TECT Corporation** 

Tribridge Consulting VISIT FLORIDA VR Systems Zimmerman Agency

# Sample Websites

FSU College of Communication & Information www.cci.fsu.edu

Corporation for Public Broadcasting

www.cpb.org

Communication Jobs

www.communicationjobs.net

JournalismJobs.com www.journalismjobs.com

Media Bistro

www.mediabistro.com

The Write Jobs www.writejobs.com

### Connecting Majors, Skills, and Occupations

- View learning outcomes associated with your major in the FSU Undergraduate Academic Program Guide Learning Compact: www.academic-guide.fsu.edu/
- 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 Career Center Library Resources

Sample Books	
Career Opportunities in Advertising and	Making It in Public Relations:
Public RelationsIIB 11-2011 F5	An Insiders Guide to Career OpportunitiesIIB 27-3031 M6
Career Opportunities in JournalismIIB 27-3000 B8	Marketing and DistributionIIA CIC-10
Career Opportunities in WritingIIB 27-3043 G8	O'Dwyer's Directory of Corporate CommunicationsVIB6 031
Careers in CommunicationsIIB 27-3000 N6	Resumes for Communications CareersVA V3
Communication and the ArtsIIA CIC-2	Resumes for Sales and Marketing CareersVA V2

#### **Self-Exploration and Career Information**

To explore values, interests, and skills:

To explore occupational outlooks and salaries:

FOCUS 2

www.career.fsu.edu/Students/Plan-Your-Career/Explore-Majors-and-Careers/ FOCUS2

Sigi3

www.career.fsu.edu/sigi

(Obtain a User ID from a Career Advisor)

American Association of Advertising

National Compensation Survey

www.bls.gov/ncs/

Occupational Outlook Handbook

http://www.bls.gov/ooh

Salary.com

www.salary.com

SeminoleLink

www.career.fsu.edu/seminolelink

See additional resources in Career Center

Advising Module Sheets:

www.career.fsu.edu/Resources/Module-

Sheets

# Sample Professional Organizations

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 www.career.fsu.edu/Resources/Career-Guides

Career Guides by Topic

www.career.fsu.edu/Resources/Career-Guides

Library Links

www.career.fsu.edu/Resources/Career-Center-Library

Steps to Career Success

www.portfolio.career.fsu.edu/stepstocareersuccess/index.html