Step 1: Select an Area of Concentration

**Organizational Communication & Public Relations**
Organizational Communication is the study of how communication shapes and is shaped by organizing processes across a range of contexts. Organizational communication focuses on how communication is used to accomplish collective action within organizational boundaries, among internal stakeholders (employees). Organizational communication also focuses on how organizations communicate across organizational boundaries, with external stakeholders, to build organizational identity and manage relations with their various publics.

**Political Communication**
Courses in political communication focus on several aspects of the political environment, including the role of citizens and the nature of citizenship in democracies, the history and function of political campaigns, the creation and function of public opinion, the role of the news and entertainment media in the political environment, the nature and function of political advertising, and the part that communication technology (print, broadcasting, and new media) play in channeling political discourse.

**Interpersonal/Intercultural Communication**
This area gives special attention to the interactional and cultural foundations of what people in face-to-face encounters say and do, and how they say and do it, that influence what happens in professional, social, relational, and family contexts.

**Mass Communication & New Technologies**
These courses consider questions such as: What are the effects of mass media, such as television, film, radio, and newspapers, on culture, politics, and social life? How are new communication technologies, such as the Web, videoconferencing, and mobile phones, revolutionizing so many of the ways we live?

**Health Communication**
We focus on three levels of Health Communication: the interpersonal level (e.g., the study of doctor--patient communication); the organizational level (e.g., how health care organizations shape messages that guide individuals' selection of health care providers); and mass media health campaigns (e.g. ad campaigns to convince children not to use tobacco). At all three levels of analysis, we are interested in ways that health communication shapes, and is shaped by, people's health, and institutional aspects of health care.

**Possible Careers:**

**Public Relations**
- Publicity Manager
- Press Agent
- Account Executive
- Membership Recruiter
- News Writer

**Advertising**
- Advertising Manager
- Lobbyist
- Development Officer
- Sales Manager
- Public Opinion Researcher

**Marketing**
- Marketing Specialist
- Corporate Public Affairs Specialist
- Fundraiser
- Media Analyst or Planner
### Business
Sales Representative
Public Information Officer
Corporate Comm. Director
Communication Trainer
Executive Manager
Industrial and Labor Rep.
Human Resource Manager
Personnel Manager
Negotiator
Newsletter Editor
Buyer

### Advertising
Ad/Marketing Specialist
Media Planner
Media Sales Representative
Copy Writer
Media Buyer
Sales Manager
Account Executive
Creative Director
Public Opinion Researcher

### Government/Politics
Public Information Officer
Campaign Director
Lobbyist
Speech Writer
Research Specialist
Press Secretary
Legislative Assistant
Program Coordinator
Elected Official

### Journalism
Reporter
Author
Publisher
Acquisition Editor
Editor
Copywriter
News Service Researcher
Media Interviewer
Newscaster
Script Writer
Technical Writer
Talk Show Host

### Law
Law School
Private Practice
Public Defender
Corporate Law
Intellectual Property
District Attorney
Public Interest Law
Copyright
Legal Reporter

### Social and Human Services
Social Worker/Counselor
Recreational Supervisor
Park Service
Foreign Correspondent
Public Administrator
Human Rights Officer
Public Relations Specialist
Translator
Tour Coordinator
Community Affair Liaison
Diplomat

### Technology Positions
Web Designer
Technical Writer
Technology Trainer
Film Editor/Producer
Systems Analyst
Performance Assessor

### Health Career
Health Care/Rehab Counselor
Public Relations Director
Health Personnel Educator
Marketing Director
Medical Grants Writer
Medical Training Supervisor
Hospice Manager
Health Facility Fund Raiser
School Health Care Administrator
Hospital Director of Comm.
Research/Communication Analyst
Medical Center Publications Editor

### Radio-Television/Broadcasting/Electronic Media
Station Manager/Producer
News Director
Media Buyer
Announcer/Disc Jockey
Director of Broadcasting
News/Comedy Writer
Actor
News Anchor/Show Host
Film Editor
Technical/Casting Director
Advertising Sales Coordinator
Public Relations Manager