



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 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 Manager
Lobbyist
Development Officer
Sales Manager
Public Opinion Researcher

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.
Customer Service 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