

# What can I do with my Major?



## COMMUNICATION

### UCONN DEPARTMENT: Department of Communication

To learn more about this major check out the department website or schedule a meeting with an academic advisor.

### NATURE OF WORK

There are four general areas of specialization within Communication Processes: Communication Research, Persuasive and Informational Campaigns, Mass Media, and Graduate Work Preparation. Communication Research provides background opportunities in such areas as advertising research, marketing research, and public opinion polling. Persuasive and Informational Campaigns focuses on creating and implementing persuasive and informational campaigns that are used everywhere from advertising agencies to political campaigns. Mass Media provides a strong background for a career in radio, television, and newspaper production

Communication Sciences prepares graduates with transferable skills and qualities that can be beneficial in a variety of industries and careers.

### UCONN RESOURCES

Advertising Club  
Communication Society  
Digital Media and Design Club (DMD)  
The Daily Campus  
Her Campus UConn  
Pre-Communication Learning  
Community  
Sports, Entertainment, Media, and  
Innovation Club  
UCTV (UConn Student Television)  
WHUS Radio

[Additional organizations \(and the most current information\) can be found at the UConn Student Activities website.](#)

### PROFESSIONAL ASSOCIATIONS & ADDITIONAL RESOURCES

ADWEEK  
American Advertising Federation  
American Marketing Association  
Communications Jobs  
International Association of  
Business Communicators  
International Radio and Television  
Society Foundation  
Media Line  
National Association of Broadcasters  
National Communication Association  
O'Dwyer's PR Newsletter and  
Magazine  
Public Relations Society of America  
The Association for Women in  
Communications

### SAMPLE JOB TITLES

Visit *O\*Net* and conduct an *Occupation Quick Search* of each job title to learn more about that career path.

Account Planner  
Advertising  
Art Director/Creative Director  
Assignment Editor  
Campaign Strategist  
Consumer Affairs Specialist  
Copy Writer  
Crisis Management Specialist  
Customer Service Manger  
Director of Corporate  
Communications  
Distribution Chain Manger  
E-Commerce Developer  
Event Coordinator  
Fund Raiser  
Human Resources  
Management Consultant  
Market Research Associate  
Media Buyer  
Mediation Specialist  
News Correspondent  
News Producer  
Organizational Recruiter  
Organizational Consultant  
On-Air Personality  
Political Aide  
Press Secretary  
Promotional Coordinator  
Public Relations  
Publicist  
Sales Manager  
Scriptwriter  
Speech Writer  
Sports Agent  
Technical Writer  
Web Advertising Developer