Major to Career
Introductions

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Goals of Presentation

1. You have a major or cluster area of interest but need a CAREER PATH
2. You have a career interest, but need a MAJOR to get there
Communication, Media & Design is all about generating ideas and problem solving. The people who work under these categories are flexible to fit new changes/standards and are skilled at connecting with others.
You have a major or cluster area of interest but need a career path...

- Do you have a plan?
- I don't even have a "pla."
Step 1: Explore Industry Exploration Tools

1. To understand the variety of careers associated with your majors/areas of interests

2. Learn the jobs you can apply for with an undergraduate degree and which jobs need further education.
What Can I Do With This Major

https://whatcanidowiththismajor.com/major/majors/
Communication Studies

Area

Business

- Sales
- Customer service
- Management
- Insurance:
  - Underwriting
  - Claims management
  - Sales
- Real estate:
  - Property management
  - Sales
- Human resources
- Training and development
- Labor relations
- Writing/Editing
- Corporate communication
- Office management

Employers

- Product and service organizations
- Retail stores
- Hotels
- Restaurants
- Manufacturers
- Banks and financial institutions
- Insurance companies
- Hospitals and other healthcare organizations
- Print and electronic media
- Real estate agencies
- Consulting firms
- Research firms
- Other business corporations

Strategies
Occupational Outlook Handbook > Media and Communication

Media and Communication Occupations

Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026, about as fast as the average for all occupations, which will result in about 43,200 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.

The median annual wage for media and communication occupations was $56,340 in May 2017, which was higher than the median annual wage for all occupations of $37,690.

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>JOB SUMMARY</th>
<th>ENTRY-LEVEL EDUCATION</th>
<th>2017 MEDIAN PAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcers</td>
<td>Announcers present music, news, and sports news and may provide commentary or interviews about these or other important topics. Some act as masters of ceremonies (disc jockeys) at weddings, parties, or clubs.</td>
<td>See How to Become One</td>
<td>$36,900</td>
</tr>
<tr>
<td>Broadcast and Sound Engineering Technicians</td>
<td>Broadcast and sound engineering technicians set up, operate, and maintain the electronic equipment for radio programs, television broadcasts, concerts, sound recordings, and movies.</td>
<td>See How to Become One</td>
<td>$40,850</td>
</tr>
<tr>
<td>Editors</td>
<td>Editors plan, review, and rewrite content for publication.</td>
<td>Bachelor's degree</td>
<td>$59,770</td>
</tr>
<tr>
<td>Film and Video Editors and Camera Operators</td>
<td>Film and video editors and camera operators capture moving images that entertain or inform an audience.</td>
<td>Bachelor's degree</td>
<td>$58,710</td>
</tr>
<tr>
<td>Interpreters and Translators</td>
<td>Interpreters and translators convert information from one language into another language. Interpreters work in spoken or sign language; translators work in written language.</td>
<td>Bachelor's degree</td>
<td>$47,390</td>
</tr>
<tr>
<td>Photographers</td>
<td>Photographers use their technical expertise, creativity, and composition skills to produce and present images that tell a story or record an event.</td>
<td>High school diploma or equivalent</td>
<td>$32,400</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>Public relations specialists create and maintain a favorable public image for an organization or the individuals or groups of people they represent. They draft media releases and develop social media programs to shape and maintain public perception of an organization and to increase awareness of its work or goals.</td>
<td>Bachelor's degree</td>
<td>$55,200</td>
</tr>
</tbody>
</table>
My Next Move

www.mynextmove.org
What do you want to do for a living?

"I want to be a ..."
Search careers with key words.
Describe your dream career in a few words:
Examples: doctor, build houses

"I'll know it when I see it."
Browse careers by industry.
There are over 900 career options for you to look at. Find yours in one of these industries:
Administration & Support Services

"I'm not really sure."
Tell us what you like to do.
Answer questions about the type of work you might enjoy. We'll suggest careers that match your interests and training.

Still not sure? Check out careers in these groups:
- Bright Outlook
- High Earnings
- Science/Engineering
- English
- Interests
- Job Prep

Are you a veteran looking for work?
My Next Move for Veterans helps you find a civilian career similar to your military job.

¿Habla español?
Mi Próximo Paso incluye áreas, aptitudes, información sobre salarios y más de 900 carreras diferentes.
Step 2: Connect with Professionals

1. To gain a greater understanding of where your major can lead you on your career path.

2. To make useful networking connections; opening you up to more opportunities to explore various career paths.
Utilize LinkedIn to view Alumni in your field

1. To understand what position titles are out there for students graduating with the same degree
2. To see where others who were in your position started and where their career path has taken them

TIP: Not sure how to set up a LinkedIn account? Come to drop in hours in the Career Center: M-F, 10am-3pm
Informational Interview

What is it?

- Setting up a time to speak with professionals in the career field that you are interested in.

Why it’s helpful.

- You can learn about their career path
- They can answer questions you may have about the career
- Gain feedback and advice on how to succeed in that profession
- Build your network

“Interview someone whose job you want & discover how they got it.”
Job Shadow

What is it?

- Opportunity to look further into a career path by setting up a time to observe the typical routine of someone in the profession you are interested in.

Why it’s helpful.

- See what the day to day work looks like
- Connect with professionals to learn more about the field
You have a career interest but are looking for a major to get there...

I am 100% certain that I am 0% sure of what I’m going to do.
Step 1: Exploration = Preparation!

Utilize the “Finding a Best-Fit Major” pathway to consider major options and to prepare for a meeting with an Academic Advisor.

http://web.uri.edu/advising/exploring-majors/
What are my options?

- Examine the list of majors to narrow it down to your interests
- Review the course descriptions for the major and see if you are still interested
- Make an appointment with an Academic Advisor after doing your research

http://web.uri.edu/advising/interest-clusters/
Exploring Majors & Careers Module

http://web.uri.edu/career/professional-development-modules/
Explore Job Postings for Industry Information

TIP: Look up job postings for a position title that you think you may be interested in

1. Gather information and see what kind of undergraduate or graduate degree that position would need
2. Learn what skills employers are seeking for that position
Social Media/Digital Marketing Coordinator
USA Wealth Group - Dartmouth, MA

Apply Now

This employer accepts applications via Indeed.

Immediate full-time opening for a Social Media/Digital Marketing Coordinator for busy financial services and law firm companies. Ideal for recent college graduate. Must have experience using Facebook, Twitter, LinkedIn, YouTube, Google+ and Instagram. Must have an understanding of practical social media applications, search engine optimization and how it can best be utilized to grow our business. The hours are Monday through Friday, 8:45am-5pm.

RESPONSIBILITIES:

• Prepare, update and maintain postings on every social media platform
• Correspond with Interactive Media as a representative of the companies
• Coordinate the production of a wide range of digital marketing communications
• Provide support for marketing events
• Update and maintain database, generate data and reports
• Prepare newsletters, email blasts, blogs and other digital marketing initiatives
• Participate in designing and developing various marketing materials
• Develop PowerPoint presentations
• Monitor search engine optimization efforts and reporting
• Light IT and general office support

QUALIFICATIONS:

• Associate’s Degree or relevant experience preferred
• Excellent oral and written communication skills
• Detail oriented with excellent customer service skills
• Good technical understanding
• Team player
• Self-starter with the ability to work independently
• Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)
• Knowledge of Mailchimp and Photoshop a plus

We offer health insurance, vacations and sick time. Salary commensurate with qualifications and experience.

Job Type: Full-time

Education:

• Associate
The major I wanted/needed is no longer accepting students....what are my options?
Step 2: Give it a shot!

- Take some general education courses that can also serve as a gateway to the major
- Join the listserv of a major you are interested in.
- Take advantage of professor office hours to strike up a conversation about their career path (they were all college students once, too!)
You Won’t (Really) Know Until You Try It

1. Volunteer
2. Internship
3. Research on or off campus
4. Teaching Assistant (TA) for a class
5. Intentional part time and summer jobs
HAVE OTHER QUESTIONS?

Career Center Drop In Hours
Roosevelt Hall, South Side
M–F
10am–12pm & 1–3pm

Academic Advising Drop In Hours
Roosevelt Hall, North Side
M–F
2pm–4pm