Effective oral, interpersonal, and written communication skills are key attributes employers look for, regardless of profession. The Communication Studies major provides you with a solid foundation in all aspects of communications that you can apply to any field, including public relations, law, advocacy, promotion, consulting, advising, politics, sales, advertising, marketing, and mediation.

### Business

**Example Career Paths:** Sales | Customer Service | Management | Insurance | Real Estate | Human Resources | Labor Relations | Corporate Communication

**Potential Employers:** Retail Stores | Hotels/Restaurants | Manufacturers | Financial Institutions | Insurance Companies | Healthcare Organizations | Real Estate Agencies | Consulting Firms

**Professional Associations:** Society for Human Resource Management | National Association of Sales Professionals | International Association of Business Communicators

**Related Occupations:** Human Resources Specialists | Labor Relations Specialists | Management Analysts | Sales Occupations | Training & Development Specialists

### Public Relations/Advertising

**Example Career Paths:** Advertising | Marketing | Event Coordination | Media Analysis | Creative Directing | Public Opinion Research | Corporate Public Affairs | Public Relations

**Potential Employers:** Private Corporations | PR Firms | Advertising Agencies | Sports & Entertainment Organizations | Hospitality/Tourism Industry | Labor Unions | Consulting Firms

**Professional Associations:** American Advertising Federation | Public Relations Society of America | American Association for Public Opinion Research

**Related Occupations:** Advertising, Promotions, and Marketing Managers | Advertising Sales Agents | Market Research Analysts | Meeting, Convention, & Event Planners | Public Relations Specialists
### Media

**Example Career Paths:** Writing | Editing | Copywriting | Publishing | Producing | Managing/Directing | Broadcasting | Media Sales | Research

**Potential Employers:** Publishing Firms | Literary Agencies | Internet Sites | Radio & TV Companies | Film Industry | Freelance

**Professional Associations:** News Leaders Association | News Media Alliance | National Association of Broadcasters | Association of American Publishers

**Related Occupations:** Advertising Sales Agents | Announcers & DJs | Editors | News Analysts, Reporters, & Journalists | Photographers | Producers & Directors | Writers & Authors

### Nonprofit

**Example Career Paths:** Non-Profit Administration | Grant Writing | Research | Fundraising/Development | Volunteer Coordination | Program Coordination | Public Relations

**Potential Employers:** Local & National Nonprofits | Professional Associations | Chambers of Commerce | Community Centers | Philanthropies | Hospitals | Religious Institutions

**Professional Associations:** Grant Professionals Association | Association of Fundraising Professionals | National Council of Nonprofits

**Related Occupations:** Fundraisers | Public Relations Specialists | Social & Community Service Managers | Technical Writers

### Government

**Example Career Paths:** City/Town Management | Campaigning | Legislative Assistance | Law | Lobbying | Conflict Negotiation | Program Administration | Social Services | Foreign Service

**Potential Employers:** Federal Agencies | Local/State Governments | Political Parties | Political Action Committees | Elected Public Officials | School Districts | Law Firms

**Professional Associations:** National Association of Government Communicators | Association of Government Relations Professionals | American Bar Association

**Related Occupations:** Arbitrators, Mediators, & Conciliators | Fundraisers | Lawyers | Legislators | Public Relations Specialists | Social & Community Service Managers | Writers & Authors
### Higher Education

**Example Career Paths:** Research | Teaching | Information/Library Science | Fundraising/Development | University Communications/Outreach | Student Support Services

**Potential Employers:** Colleges & Universities | Technical Schools | Medical & Professional Schools

**Professional Associations:** National Communications Association | NASPA: Student Affairs Administrators in Higher Education | Association of Fundraising Professionals

**Related Occupations:** Fundraisers | Librarians & Library Media Specialists | Postsecondary Education Administrators | Postsecondary Teachers | Public Relations Specialists | School & Career Counselors & Advisors

### Preparing for your Career

- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Develop excellent communication skills, both verbal and written.
- Obtain experience through part-time, summer job, internship, or volunteer opportunities within your area of interest.
- Develop specialized skills related to the area(s) you are interested in by selecting electives related to your interests or adding a minor.
- Participate in clubs & organizations to develop skills in public speaking, teamwork, leadership, event planning, and fundraising.
- Generate a portfolio of produced work from class projects, internships, and co-curricular activities.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Build a network of contacts & find an experienced mentor.

This resource was adapted from What Can I Do With My Major. For more, visit [https://web.uri.edu/career/wcidwmm/](https://web.uri.edu/career/wcidwmm/)