

# Career Paths

## COMMUNICATION STUDIES

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/>

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