

COMMUNICATION

SAMPLE OCCUPATIONS Please ask a career advisor for help in identifying resources for the following occupations and job titles. Note that some of these options may require an advanced degree.

ADVERTISING/

PUBLIC RELATIONS

Account Executive
Advertising Manager
Advertising Sales Representative
Director of Community Relations
Director, Research & Development
Fundraising Director
Graphic Art Sales Representative
Graphic Designer
Human Resources Director
Management Consultant
Market Research Analyst
Marketing Director
Operations Director
Promotions Manager
Public Relations Director
Public Relations Specialist
Publicist
Sales Manager
Sales Representative

COMMUNICATION STUDIES

Arbitrator
Clergy
Editor
Employment Interviewer
Human Resources Manager
Job Analyst
Lawyer
Lobbyist
Market Research Analyst
Public Relations Specialist

Recruiter
Sales Manager
Speechwriter
Technical Writer
Training & Development Specialist
Translator/Interpreter

MASS MEDIA STUDIES/ MEDIA PRODUCTION

TV News Anchor
Announcer/Commentator
Art Director
Art Director (Film, Radio, TV)
Artist
Audio/Video Control Technician
Audiovisual Production Specialist
Broadcaster
Cable Technician
Cinematographer
Columnist
Communications Equipment Operator
Communications Operations Manager
Copywriter
Critic, Film/TV
Desktop Publisher
Director
Director of Photography
Editor, Film/Radio/TV
Film Editor
Foreign Correspondent
Media Analyst
Media Buyer
Media Market Researcher

Media Planner/Director
Media Specialist, School Library
News Analyst
News Director
News Producer
Newspaper Editor
Print Production Manager
Printing Sales Representative
Producer, Film/Radio/TV
Production Department Assistant
Production Manager
Production Planner
Program Director
Publicity Director
Publisher
Radio Announcer
Recording Engineer
Recording Technician
Reporter
Scriptwriter
Sound Engineering Technician
Sports Announcer
Sportscaster
Station Manager
Technical Director
Technical Illustrator
Telecommunications Technician
Video Journalist
Videographer
Web Editor
Web Developer
Writer

SAMPLE CAREER CENTER PRINT RESOURCES

100 Best Careers for Writers and Artists IIB 27-3043 F5
100 Jobs in Words IIB 27-3043 M4
Advertising Career Directory VIB6 F7
Advertising Portfolio: Creating an Effective Presentation of Your Work IIB 11-2011 B2
Career Opportunities for Writers IIB 27-3043 G8
Career Opportunities in Advertising and Public Relations IIB 11-2011 F5
Career Opportunities in Magazine Publishing IIB 27-3000 M61
Career Opportunities in Television, Cable, Video, and Multimedia IIB 27-3000 R4
Gale Directory of Publications and Broadcast Media VIB6 G21 (v.1-5)
Get Into Radio IIB 27-3010 E4
Getting Into Video: A Career Guide IIB 27-4032 L7
Great Jobs for Communications Majors IIC CM C31
Guide to College Courses in Film and Television IIB 27-2012.02 A51

Careers as a Disc Jockey IIB 27-3010 W4
Careers for Bookworms & Other Literary Types IIA CF B59
Careers for Film Buffs & Other Hollywood Types IIA CF-F5
Careers in Advertising IIB 11-2011 P45
Careers in Communications IIB 27-3000 N6
Careers in Focus: Broadcasting IIB 27-3000 M62
Careers in Journalism IIB 27-3022 G6
Careers in Marketing IIB 41-0000 S6
Careers in Traditional and Interactive Book Publishing IIB 27-3000 W4
Communications and the Arts IIA CIC-2
How to Approach an Advertising Agency and Walk Away With the Job You Want VD G3
How to Put Your Book Together and Get a Job in Advertising IIB 11-2011 P3
Jobs in Arts and Media Management: What They Are and How To Get One IIA L35

SAMPLE CAREER CENTER PRINT RESOURCES CONT

Making it in Advertising: An Insider's Guide to Career

Opportunities IIB 11-2011 M6

Making it in Book Publishing IIB 27-3000 N6

Making it in Public Relations IIB 27-3031 M6

Making Money in Technical Writing IIB 27-3042 K4

Marketing and Distribution IIA CIC - 10

Opportunities in Marketing Careers IIB 41-0000 S7

Resumes for Sales & Marketing Careers VA V2

Newspapers Career Directory VIB6 F9

Opportunities in Advertising Careers IIB 11-2011 P4

Opportunities in Broadcasting Careers IIB 27-3000 E4

Opportunities in Business Communication Careers IIB 27-3031 D4

Opportunities in Film Careers IIB 27-2012.02 B6

Opportunities in Journalism Careers IIB 27-3022 F2

Opportunities in Newspaper Publishing Careers IIB 27-3000 T2

Opportunities in Public Relations Careers IIB 27-3031 R6

Opportunities in Technical Writing Careers IIB 27-3042 G6

Opportunities in Television & Video Careers IIB 27-3000 N61

Opportunities in Writing Careers IIB 27-3043 F6

Peterson's Media Companies VIB6 P4

Resumes for Communications Careers VA V3

The Journalist's Road to Success IIB 27-3022 D6

The Mulligan Guide To Sports Journalism Careers IIB 27-3022 M8

Writers Market: The Internet Edition IIB 27-3043 W7

For POSSIBLE electronic format for these or other related resources, use the FSU Libraries Catalog at lib.fsu.edu; select Advanced Catalog Search: **Keywords Anywhere** = vocational And **Title Keywords** = type a specific career area (think of alternate terms to describe your career in case one doesn't give results).

OTHER SOURCES OF INFORMATION

Choices Planner

www.bridges.com/cpflorida/

Encyclopedia of Careers & Voc.

Guidance

IIA E6 v. 1-5

O*NET

www.onetcenter.org/

eDISCOVER

www.act.org/discover/login

(Obtain a User ID from a career advisor)

Occupational Outlook Handbook

www.bls.gov/oco/

SIGI 3

www.career.fsu.edu/sigi

(Obtain a User ID from a career advisor)

SAMPLE WORK SETTINGS

Advertising Agencies

Boards of Education

Communications Agencies

Communications Offices

Consulting Firms

Corporate Settings

Government Agencies

Human Resources Depts.

Independent Production

Companies

Lobby Organizations

Magazines

Marketing Departments

News & Information Offices

Newspapers

Photo Agencies

Photo Studios

Public Relations Firms

Public Schools

Publishing Companies

Radio/TV/Cable Companies

Theaters

Universities

Video Production Companies

SAMPLE PROFESSIONAL ORGANIZATIONS

American Association of Advertising Agencies
NY, NY

www.aaaa.org

International Association of Business
Communicators

San Francisco, CA

www.iabc.com

National Association of Broadcasters
Washington, DC

www.nab.org

American Society of Journalists & Authors
NY, NY

www.asja.org

International Communication Association
Washington, DC

www.icahdq.org

Public Relations Society of America
New York, NY

www.prsa.org

Association for Women in Communications
Alexandria, VA

www.womcom.org

National Association of Black Journalists
Adelphi, MD

www.nabj.org

Women in Film
Hollywood, CA

www.wif.org

For other related professional organizations, use Gale's Organization through FSU Libraries database at www.lib.fsu.edu; select List all Databases; select Gale's Ready Reference shelf; choose Organizations.

SAMPLE WEB SITES

www.maslowmedia.com

www.comm.fsu.edu

www.cpb.org/jobline

www.mediabistro.com

www.careers-in-marketing.com/ad.htm

www.journalismjobs.com

www.writejobs.com

Florida State University · 850-644-6431 · career.fsu.edu

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