

Communication

Sample Occupations

ADVERTISING/ PUBLIC RELATIONS

Advertising and Promotions Managers
Advertising Sales Agents
Event Planner
Fundraising Director
Graphic Designer
Human Resources Manager
Management Analyst
Market Research Analyst
Marketing Manager
Public Relations Managers
Public Relations Specialist
Sales Managers
Sales Representative
Technical Director/Manager
Travel Agent

MEDIA AND COMMUNICATION STUDIES

Advertising & Promotions Manager
Arbitrator
Art Director (Film, Radio, TV)
Artist
Audio/Video Equipment Technician
Audiovisual Collections Specialist
Cinematographer
Clergy
Communications Equipment Operation
Copywriter
Data Analyst
Desktop Publisher

Director & Producer
Director of Photography
Editor
Employment Interviewer
Film Editor
First Line Supervisor
General & Operations Manager
Human Resources Manager
Job Analyst
Lawyer/Lobbyist
Market Research Analyst
Marketing Managers
Media Market Analysts
Media Specialist, School Library
News Analyst/Broadcast News Analyst
Newspaper Editor
Print Production Manager
Producer, Film/Radio/TV

Production Planner
Program Director
Public Relations Specialist/Manager
Radio Announcer
Recruiter
Reporter & Correspondents
Sales Manager
Sales Representatives
Sound Engineering Technician
Speechwriter
Sports Announcer
Technical Director
Technical Writer
Telecommunications Specialist
Training Specialist
Translator/Interpreter
Web Developer
Writer

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
Non-Profit Organizations
Photo Agencies
Photo Studios

Public Relations Firms
Schools
Publishing Companies
Radio/TV/Cable Companies
Theaters
Video Production Companies

Sample Career Center Library Resources

Career Opportunities in Advertising and Public Relations.....IIB 11-2011 F5
Career Opportunities in Magazine Publishing.... IIB 27-3000 M61
Career Opportunities in Television and Cable IIB 27-3000 R4
Career Opportunities in WritingIIB 27-3043 G8
Careers for Bookworms.....IIA CF B59
Careers for Film Buffs IIA CF-F5
Careers in Advertising IIB 11-2011 P45
Careers in CommunicationsIIB 27-3000 N6
Careers in Focus: Broadcasting IIB 27-3000 M62
Careers in JournalismIIB 27-3022 G6
Careers in Marketing.....IIB 41-0000 S6
Communications and the Arts IIA CIC-2
Gale Directory of Publications VIB6 G21 (v.1-5)
Great Jobs for Communications Majors..... IIC CM C31
How to Approach an Advertising Agency VD G3
How to Put Your Book Together IIB 11-2011 P3

Journalism Careers.....IIB 27-3022 F2
Making it in Public Relations IIB 27-3031 M6
Marketing and Distribution..... IIA CIC - 10
Opportunities in Marketing Careers.....IIB 41-0000 S7
Opportunities in Advertising..... IIB 11-2011 P4
Opportunities in Broadcasting Careers IIB 27-3000 E4
Opportunities in Film Careers IIB 27-2012.02 B6
Opportunities in Public Relations IIB 27-3031 R6
Opportunities in Technical WritingIIB 27-3042 G6
Opportunities in Television & VideoIIB 27-3000 N61
Opportunities in Writing Careers.....IIB 27-3043 F6
Peterson's Media Companies VIB6 P4
Resumes for Communications VA V3
Resumes for Sales & Marketing Careers..... VA V2
The Mulligan Guide To Sports Journalism IIB 27-3022 M8
Writers Market: The Deluxe EditionIIB 27-3043 W7

For POSSIBLE electronic format for these or other related resources, use the FSU Libraries at lib.fsu.edu; select Advanced 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).

* Please ask a career advisor for help in identifying resources for the occupations. Note that some of these options may require an advanced degree.*

Other Sources of Information

Choices Planner

www.flchoices.org

eDISCOVER

www.act.org/discover/login

(Obtain a User ID from a career advisor)

Encyclopedia of Careers & Voc. Guidance

IIA E6 v. 1-5

Occupational Outlook Handbook

www.bls.gov/oco

O*NET

www.onetcenter.org

SIGI 3

www.career.fsu.edu/sigi

(Obtain a User ID from a career advisor)

Sample Professional Organizations

American Association of Advertising

Agencies

New York, 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

New York, 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

College Park, MD

www.nabj.org

Women in Film

Hollywood, CA

www.wif.org

For other related professional organizations, go to FSU Libraries database at lib.fsu.edu; select Database A-Z list; select Gale Databases; choose Associations Unlimited

Sample Web Sites

Corporation for Public Broadcasting

www.cpb.org/jobline

Media Bistro

www.mediabistro.com

Communication Jobs

www.communicationjobs.net

The Maslow Media Group

www.maslowmedia.com

FSU College of Communication and Information

www.comm.fsu.edu

The Write Jobs

www.writejobs.com

JournalismJob.com

www.journalismjobs.com

Other Resources

Check for registered student organizations that will help you explore your major

union.fsu.edu/sac/sos; select Search FSU Groups

Check for volunteer opportunities that will help you explore your major

thecenter.fsu.edu/students.html

Available in alternative format upon request.

Updated 02/11



THE
FLORIDA STATE
UNIVERSITY

The
Career Center
linking futures

850.644.6431 • career.fsu.edu