Communication

This sheet has sample occupations, work settings, employers, and career development activities associated with this major. Some of these options may require additional training and career planning. You are not limited to these options when choosing a possible career path.

Sample Occupations

**Advertising/Public Relations**
- Advertising and Promotions Manager
- Advertising Copywriter
- Advertising Sales Agent
- Consultant
- Event Planner
- Fundraiser
- Graphic Designer

**Human Resources Manager**
- Lobbyist
- Management Analyst
- Marketing Manager
- Public Relations Manager
- Public Relations Specialist
- Social Media Manager
- Special Events Coordinator
- Technical Director/Manager

**Media and Communication Studies**
- Advertising and Promotions Manager
- Arbitrator
- Art Director (Film, Radio, TV)
- Archivist
- Audio/Video Equipment Technician

**Digital Media Producer**
- Librarian
- Media Manager
- Newspaper/Magazine Journalist
- Research Analyst
- System Analyst
- Teacher
- Writer/Author/Editor

Sample Work Settings

**Advertising Agencies**
- Digital Media Companies
- Government Agencies
- Human Resource Departments
- Independent Production Companies
- ICT Start-Ups

**Lobby Organizations**
- Magazines
- Marketing Departments
- News & Information Offices
- Non-Profit Organizations
- Photo Agencies

**Public Relations Firms**
- Publishing Companies
- Radio/TV/Cable Companies

Sample Employers

**A sample of organizations that have hired students with a concentration in communication.**

- Board of Governors/State University System of Florida
- Challenger Learning Center
- Cumulus Broadcasting
- Diverse Computing, Inc.
- ESPN
- HSN
- Magic Whiteboard Products
- MECLABS
- MTV

- Sachs Media Group
- Tallahassee Democrat
- Tallahassee Memorial HealthCare
- TECT Corporation

**Tribridge Consulting**
- VISIT FLORIDA
- VR Systems
- Zimmerman Agency

Sample Websites

- FSU College of Communication & Information [www.cci.fsu.edu](http://www.cci.fsu.edu)
- Corporation for Public Broadcasting [www.cpb.org](http://www.cpb.org)
- Communication Jobs [www.communicationjobs.net](http://www.communicationjobs.net)
- Journalism Jobs [www.journalismjobs.com](http://www.journalismjobs.com)
- Media Bistro [www.medibistro.com](http://www.medibistro.com)
- The Write Jobs [www.writejobs.com](http://www.writejobs.com)
Connecting Majors, Skills, and Occupations

- View learning outcomes associated with your major in the FSU Undergraduate Academic Program Guide Learning Compact: www.academic-guide.fsu.edu/
- Explore the connection between occupations and skills in O*Net: www.onetonline.org
- Use the FSU Career Portfolio to document transferable skills you develop through your major and other experiences: www.portfolio.fsu.edu
- Use ProfessioNole to learn more about industry demands, career expectations, and opportunities from professionals: www.career.fsu.edu/professionole

Sample Career Center Library Resources

Sample Books
Career Opportunities in Advertising and Public Relations ....................................................IIB 11-2011 F5 Making It in Public Relations: An Insiders Guide to Career Opportunities............IIB 27-3031 M6
Career Opportunities in Journalism..................................IIB 27-3000 B8 Marketing and Distribution......................................................IIA CIC-10
Career Opportunities in Writing..................................IIB 27-3043 G8 O’Dwyer’s Directory of Corporate Communications.......VIB6 031
Careers in Communications........................................IIB 27-3000 N6 Resumes for Communications Careers.........................VA V3
Communication and the Arts........................................IIA CIC-2 Resumes for Sales and Marketing Careers.........................VA V2

Self-Exploration and Career Information
To explore values, interests, and skills:

FOCUS 2
www.career.fsu.edu/Students/Plan-Your-Career/Explore-Majors-and-Careers/FOCUS2
Sig3
www.career.fsu.edu/sigi
(Obtain a User ID from a Career Advisor)

To explore occupational outlooks and salaries:

National Compensation Survey
www.bls.gov/ncs/
Occupational Outlook Handbook
http://www.bls.gov/ooh
Salary.com
www.salary.com

SeminoleLink
www.career.fsu.edu/seminolelink
See additional resources in Career Center Advising Module Sheets:
www.career.fsu.edu/Resources/Module-Sheets

Sample Professional Organizations

American Association of Advertising Agencies - New York, NY
www.aaaa.org
American Society of Journalists & Authors - New York, NY
www.asja.org
Association for Women in Communications - Alexandria, VA
www.womcom.org

International Association of Business Communicators - San Francisco, CA
www.iabc.com
International Communication Association - Washington, DC
www.icahdq.org
National Association of Black Journalists - College Park, MD
www.nabj.org
National Association of Broadcasters - Washington, DC
www.nab.org
National Communication Association - Washington, DC
www.natcom.org
Public Relations Society of America - New York, NY
www.prsa.org

For other related professional organizations, go to FSU Libraries database at lib.fsu.edu; select Find a Database; search for Gale Databases; choose Associations Unlimited.

Additional Information

Florida State University Career Guide
www.career.fsu.edu/Resources/Career-Guides
Career Guides by Topic
www.career.fsu.edu/Resources/Career-Guides
Library Links
www.career.fsu.edu/Resources/Career-Center-Library
Steps to Career Success
www.portfolio.career.fsu.edu/stepstocareersuccess/index.html