

Careers in Related Fields

Business

Education

Government/ Politics

High Technology Industries

Health Careers

International Relations and Negotiations

Law

Social and Human Services



Helpful Websites

<http://www.natcom.org>

National Communication Association

<http://www.beaweb.org/>

Broadcast Education Association

<http://www.ufva.org>

University Film and Video Association

<http://www.icahdq.org/>

International Communication Association

Department of Communication

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Life after



Wake Forest...

CAREERS IN COMMUNICATION



“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

-Sydney J. Harris

Careers in the Field of Communication

Advertising and Public Relations

This set of fields involves managing the public image of an organization or an individual. In fact, according to Bruce Vandenburg of Michigan State University, "Advertising is a field that demands good oral and written communication skills."

Careers include:

Advertising Specialist, Sales Manager, Media Planner, Publicity Manager, Non Profit Organizations, and Lobbyist

Media Studies

This field may involve aspects of the humanities, sociology, and mass media. The focus may include filmmaking and other types of media production, media criticism, or how media affects society and ways those effects can be harnessed for a variety of services.

Careers Include:

Educator, Writer, Director, Corporate Adviser, and Media Researcher

Communication Science

Communication science seeks to understand the production, processing, and effects of verbal and nonverbal code systems on myriad facets of human communication.

Careers Include:

Research Assistant, Survey Assistant, Market Researcher

Marketing

According to the American Marketing Association, Marketing is "a set of processes for creating, communicating and delivering value to customers and for managing customer relationships" Thus, research, writing and interpersonal skills are all required.

Careers Include:

Advertising, Marketing Consultant, and Analyst

Media and Broadcast Journalism

This set of fields involves researching, gathering, and communicating information to the public through writing, speaking, visual or electronic means. Graduate School in Communication provides a great opportunity to learn or refine the skills needed for these careers.

Careers Include:

Reporter, Editor, Newscaster, Producer, Author, and Script Writer.

For More Information

Career Services is an excellent resource for finding more on your field. Their office contains information on how to put together a resume, preparing for interviews, and potential internships.

<http://www.wfu.edu/career/>