

Careers and Advanced Study

(Overview)

Examples of Career Paths and Advanced Study

Majors	Concentrations	Careers	Masters & Certification
Business Communication	Corporate Communication	<ul style="list-style-type: none"> • communication strategy • public relations • training and development • consulting • sales 	<ul style="list-style-type: none"> • business administration • crisis communication • marketing • management • corporate social responsibility
Communication Studies	Interpersonal and Group Comm	<ul style="list-style-type: none"> • speech training and coaching • counseling and mediation • employee relations • human resources • community development 	<ul style="list-style-type: none"> • communication education • counseling • social work • human resource management • group facilitation
	Intercultural and International Comm	<ul style="list-style-type: none"> • international business • diversity and inclusion • diplomatic service • international education • international development 	<ul style="list-style-type: none"> • intercultural studies • international relations • diversity training • intercultural mediation • global relocation counseling
	Rhetoric and Public Advocacy	<ul style="list-style-type: none"> • public policy • lobbying • legislative work • activism and campaigning • speechwriting 	<ul style="list-style-type: none"> • law • public affairs • government • political science • campaign management
	Digital Comm and Culture	<ul style="list-style-type: none"> • multimedia planning • social media coordination • digital marketing • content management • media sales 	<ul style="list-style-type: none"> • journalism • broadcasting • film production • screenwriting • media management

Note: The dotted lines between the concentrations indicate permeability; i.e., no matter which concentration you choose, it is conceivable to pursue a career or advanced study related to another area.

Careers

(Detailed by Concentration)

Corporate Communication Careers

Management

Manager

Project Manager

Internal Communications

Internal Communication Specialist

Corporate Communication Officer

External Communications

External Communication Specialist

Communication Strategist

Communications and Content Writer

Crisis Communication Consultant

Communications Analyst

Social Media Coordinator

Investor Relations Specialist

Marketing and Sales

Marketing Communication Specialist

Brand Communication Specialist

Retail Sales Consultant

Sales Manager

Public Relations

Public Relations Coordinator

Public Opinion Researcher

Media Strategy Manager

Media Correspondent

Community Relations Director

Customer Affairs Manager

Human Resources

Employee Engagement Specialist

Personnel Recruiter

Benefits Administrator

Training and Development

Communication Trainer

Development Officer

Director of Organizational Culture

Events Planning

Corporate Travel Consultant

Program Officer

Events Planner

Interpersonal and Group Communication Careers

Business

- Manager
- Project Manager
- Human Resources

Nonprofits

- Nonprofit Organization Director
- Fundraiser

Healthcare

- Health Services Manager
- Health Care Counselor
- Patients Rights Activist
- Mental Health Professional
- Hospital Volunteer Coordinator

Community

- Social Worker
- Community Outreach
- Community Development
- Residential Housing Director
- Property Manager

Education

- Teacher
- Education Administrator
- School Counselor
- College Recruiter
- Career and Training Advisor
- Communication Trainer

Hospitality

- Hotel Manager
- Events Planner
- Activities Director
- Leisure Coach
- Recreation Coordinator

Advocacy

- Employee/Labor Relations
- Mediation Specialist

Leadership

- Motivational Speaker
- Religious Leader

Intercultural and International Communication Careers

Training

- Intercultural Trainer
- Intercultural Coach
- Intercultural Consultant
- Diversity Training

Business

- International Business
- Global Corporate Representative
- International Marketing
- Consumer Research
- Logistics Manager
- Global Relocation Consultant
- Transition Counselor

Media

- Foreign Correspondent
- Global Media Coordinator

Language

- Translator
- Interpreter

Education

- Student Life Program Director
- International Student Advisor
- Study Abroad Advisor
- ESL Teacher

Advocacy

- Chief Diversity Officer
- Equal Opportunity/Affirmative Action
- Human Rights Specialist

Conflict Resolution

- Conflict Resolution Specialist
- Mediator
- Community Liaison

Government

- Foreign Service Officer
- Diplomat
- Immigration Counseling
- Refugee Counseling
- International Development

Rhetoric and Public Advocacy Careers

Business and Nonprofits

- Advertising
- Marketing Writer
- PR Writer
- Content Writer
- Corporate Storyteller
- Business Negotiation Specialist
- Nonprofit Administrator

Advocacy

- Labor Representative
- Union Organizer
- Activist
- Community Organizer
- Public Policy Advocate
- Environmental Advocate
- Patient Advocate

Leadership

- Inspirational Speaker

Education

- High School Speech Debate Coach
- Speech Teacher

Government

- Legislative Assistant
- Election Campaign Director
- Elected Official
- Speech Writer
- Think Tank Team Member

Law

- Public Defender
- Corporate Lawyer
- District Attorney
- Private Practice Lawyer
- Legal Researcher
- Mediator
- Legal Reporter
- Legal Educator

Digital Communication and Culture Careers

Business

- Digital Communications Coordinator
- Digital Production Manager
- Digital Marketing Specialist
- Media Planner
- Media Sales
- Social Media Specialist

Content Writing and Editing

- Copy Writer
- Copy Editor
- Digital Content Coordinator
- Web Design Specialist
- Digital Content Writer
- Digital Content Editor

Education

- School Audiovisual Specialist
- Film/Tape Librarian
- Digital Document Manager

Journalism

- Journalist
- Writer (Comedy, News, etc.)
- Broadcast Station Manager
- Director of Broadcasting
- News Director
- Newscaster
- Talk Show Host

Video Production

- Video Producer
- Video Director
- Videographer
- Camera Operator
- Video Editor
- Technical Engineer

Media Analysis

- Media Critic
- Social Media Analyst