

## weissman graduate career services

# CORPORATE COMMUNICATION CAREER SNAPSHOT

*The Master's in Corporate Communication is designed to develop the knowledge, skills and acumen essential for today's business communicators through premier coursework blending theory and best practice.*

Students enrolled in MA in Corporate Communication program will:

1. Develop and enrich personal strengths in strategic and critical thinking, ethics, writing and speaking.
2. Learn how corporations use communication to create and establish brands, reputations and favorable public relations.
3. Explore strategies used by corporations to communicate with consumers, investors, media and employees.
4. Possess an understanding of the theory, research, and practice associated with key corporate communication functions.

## Did you KNOW ?

The U.S. Department of Labor's Outlook Occupational Handbook projects that employment of public relations managers and specialists is expected to grow 21 percent from 2010 to 2020, faster than the average for all occupations.

### JOB SEARCH SITES

- 5WPR: [www.5wpr.com/about5wpr/prjobsprcareers.cfm](http://www.5wpr.com/about5wpr/prjobsprcareers.cfm)
- Cohn & Wolfe: [www.cohnwolfe.com/en/jobs](http://www.cohnwolfe.com/en/jobs)
- Edelman: [www.edelman.com](http://www.edelman.com)
- Fleishman-Hillard: <http://fleishmanhillard.com/careers>
- Institute for Global Communications: [www.igc.org](http://www.igc.org)
- International Association of Business Communicators: [www.iabc.com](http://www.iabc.com)
- International Communication Association: [www.icaheadq.org](http://www.icaheadq.org)
- Ketchum PR: [www.ketchum.com/careers](http://www.ketchum.com/careers)
- Media Bistro: [www.mediabistro.com](http://www.mediabistro.com)
- National Communication Association: [www.natcom.org](http://www.natcom.org)
- New York Women in Communications: [www.nywici.org](http://www.nywici.org)
- Ogilvy Public Relations: [www.ogilvypr.com/en/careers](http://www.ogilvypr.com/en/careers)
- Peppercomm: [www.peppercomm.com/employment](http://www.peppercomm.com/employment)
- Public Relations Society of America: [www.prsa.org](http://www.prsa.org)

### ASSOCIATIONS

- American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)
- Arthur W. Page Society: <http://www.awpagesociety.com/about/>
- Association for Business Communication: [www.businesscommunication.org](http://www.businesscommunication.org)
- Corporate Communication International: [www.corporatecomm.org](http://www.corporatecomm.org)
- Council of Public Relations Firms: <http://www.prfirms.org>
- NY Women in Communications: [www.nywici.org](http://www.nywici.org)
- Public Relations Society of America: [www.prsa.org](http://www.prsa.org)
- Media Communications Association International: <http://www.mca-i.org>
- The International Association of Business Communicators (IABC): [www.iabc.com](http://www.iabc.com)

### CAREERS:

Communication Specialist

Community Manager

Corporate Advertising

Crisis Communication

Employee Communication

Government Relations

Healthcare Communications

Integrated Marketing Manager

Investor Relations

Marketing Assistant

Media Planner

Media Relations

Public Relations

Reputation Management

Social Media Planner

#### WEISSMAN GRADUATE CAREER SERVICES OFFICE

Baruch College, 55 Lexington Avenue– Newman Vertical Campus, Box B8-250, New York, NY 10010

Phone (646) 312-3887 | Fax (646) 312-3871

Email [weissmangraduatecareers@baruch.cuny.edu](mailto:weissmangraduatecareers@baruch.cuny.edu)