

Career Options

- Account Coordinator
- Advertising Coordinator
- Animator
- Art Director
- Audio/Visual Technician
- Book Designer
- Chief Executive Officer
- Community Affairs Director
- Copy Editor
- Corporate Communications Director
- Correspondent
- Creative Director
- Customer Representative
- Film Editor
- Graphic Designer
- Human Resources Manager
- Layout Artist
- Legislative Press Secretary
- Manager
- Media Consultant
- Newscaster/Narrator
- Package Designer
- Photo Editor
- Print Production Manager
- Producer /Director
- Public Affairs Analyst
- Public Opinion Pollster
- Public Relations Coordinator
- Publisher
- Reporter
- Researcher
- Sales Associate
- Social Network Design
- Sound Mixer
- Travel Writer
- Web Designer
- Writer

What is Business Communication?

Business communication considers the many ways in which information and ideas are exchanged in modern society. You may study the history of political and religious speeches; write reviews of television programs and films; gain an understanding of how image and word work together to communicate ideas, explore the sociology of interpersonal and group dynamics; evaluate the impact of the media on individuals and society; access a deeper level of visual literacy, and inquire into the ethics of communication. The successful conduct of business demands effective communication, both verbal and visual; and you can hone your skills and gain valuable new knowledge with a major in business communication. You'll learn how to interview, turn words into effective visual communication, create images, make presentations, deliver a ceremonial speech, or explain a policy analysis. At the Weissman School of Arts and Sciences, three specializations are offered: Business Writing, Corporate Communication, and Graphic Communication.

Occupational Opportunities

The selected list of occupations and skills illustrates the wide range of careers for which a communication degree provides preparation, including both entry-level positions and advanced positions. Mass media professionals, for example, create messages for a wide variety of needs and audiences, using formats and technology that reach individuals as well as a mass audience. Graphic communication professionals persuade and engage through visual design. For some of the occupations listed, such as sports announcer, additional knowledge or related training are desirable. A bachelor's degree is needed for most of the occupations listed below; however, complementary experience and an advanced degree often provide greater career opportunities.

Skills & Abilities

Students majoring in Business Communication will increase their abilities in critical thinking and analysis skills, learning how to explore and evaluate ideas and perspectives. These abilities may be applied to job responsibilities in many different ways. For example, whether working as a film director, an art director, a lobbyist, a web designer, or a sales representative, creating a persuasive message will be a regular part of that occupation. Communication majors develop communication skills for different media: writing, speaking, filming, broadcasting, and designing, etc., as well as a solid understanding of how communication affects human interactions. A sampling of representative skills and abilities follows:

Research/Analysis

- Defines hypotheses and thinks critically
- Evaluates ideas and their presentation
- Gathers information and data
- Compares/contrast evidence
- Evaluates information
- Analyzes market research data
- Measures media effects

Working with People

- Identifies needs of individuals, groups, and mass audiences
- Understands institutional and cultural values
- Works as a team member or leader
- Rewrites/edits
- Explains concepts
- Interviews people

Oral Communication

- Speaks spontaneously and effectively
- Presents specific viewpoints
- Influences/persuades visually and verbally
- Synthesizes information
- Interprets

Written Communication

- Writes clearly
- Reports and edits
- Creates persuasive verbal and visual messages
- Demonstrates creativity and artistic expression