## COMMUNICATIONS
What can I do with this degree?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVERTISING</strong></td>
<td>Advertising agencies</td>
<td>Work in sales at campus newspaper, TV or radio station.</td>
</tr>
<tr>
<td>Creative Services</td>
<td>Corporate advertising departments</td>
<td>Obtain student-run business experience.</td>
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<tr>
<td>Media</td>
<td>Media (sales, research, marketing)</td>
<td>Find internship at market research firm.</td>
</tr>
<tr>
<td>Research</td>
<td>Specialty advertising firms</td>
<td>Demonstrate talent, persistence, assertiveness, competitive spirit, and enthusiasm.</td>
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<tr>
<td>Account Services</td>
<td></td>
<td>Compile portfolio of writing, graphics and ideas for creative department.</td>
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<tr>
<td>Administration</td>
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<td>Get computer knowledge/experience for media.</td>
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<tr>
<td>Print Production</td>
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<td>Need statistics, data interpretation, and writing experience for research.</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Publishing</td>
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**BOOK PUBLISHING**
- Editorial
- Sales/Marketing/
  - Promotion/Advertising
- Publicity
- Production
- Subsidiary Rights
- Textbooks
- Electronic Publishing

**EMPLLOYERS**
- Publishers:
  - Tradebooks
  - Paperbacks
  - Educational materials
  - Religious
  - University presses
  - Technical, scientific and medical
  - Mail-order
  - Book clubs

**STRATEGIES**
- Attend summer publishing institute to sharpen skills and contacts.
- Become familiar with word processing.
- Gain knowledge of printing and production.
- Work with college or regional magazines and campus publications.
- Work as sales clerk or book buyer in campus or local bookstore.
- Find internships in area of interest.
- Take technical writing courses for technical, scientific and medical publications.

**NEWSPAPER PUBLISHING**
- Reporting
- Editing
- Advertising Sales
- Circulation
- Art and Design
- Marketing/Promotion
- News Graphics and Photography
- Production

**EMPLLOYERS**
- Large circulation newspapers
- Local newspapers
- Wire services
- Trade newspapers
- Online publishers

**STRATEGIES**
- Get summer job or internship with newspaper.
- Work with college newspaper, yearbook, or alumni publication.
- Be active in professional journalism organizations.
- Demonstrate curiosity, high energy level, ability to produce under pressure and to withstand criticism, and excellent grammar and writing skills.
- Create a portfolio of writing samples.
- Develop computer skills and learn to design web pages.
### MAGAZINE PUBLISHING
- Editorial
- Advertising Sales
- Promotion and Public Relations
- Circulation
- Design, Art and Production
- Photography

#### Major publishers:
- Consumer magazines
- Specialized magazines
- Technical and industrial publications
- Professional publications
- Merchandising and trade publications
- Labor unions
- Educational journals
- In-house publications
- News magazines
- Professional associations
- Religious organizations

#### Strategies
- Secure internship with publisher.
- Work on campus publications.
- Find part-time or summer job with newspaper, magazine or print shop.
- Get sales experience.
- Join a professional journalism organization.
- Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability.
- Create a portfolio of writing samples.

### TELEVISION
- Programming-Production
- News
- Advertising Sales
- Promotion
- Administration

#### Major networks
- Commercial broadcast stations
- Public television stations
- Cable television
- Private television production
- Government
- Business Corporations

#### Strategies
- Secure internships.
- Gain experience in campus or local stations or independent production companies (latter for production).
- Join campus newspaper or publications staff.
- Participate in drama club-directing, acting, or technical crew.
- Become a debate club participant.
- Develop good writing, reporting, and editing skills.
- Gain knowledge of community and its needs.
- Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.

### RADIO
- News
- Sales
- Programming
- Production
- Promotion
- Administration

#### National networks
- National public radio
- State or regional networks
- Major, medium & small market stations
- Independent syndications

#### Strategies
- Gain campus or local radio experience.
- Secure internships.
- Announce sports events.
- Host music programming for parties and social events.
- Coordinate, program and promote musical events.
- Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.
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<td>PUBLIC RELATIONS</td>
<td>Public relations firms</td>
<td>Secure internships.</td>
</tr>
<tr>
<td>Research</td>
<td>Advertising agency related PR firms</td>
<td>Get practical experience.</td>
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<tr>
<td>Health Communication</td>
<td>Corporate in-house public relations departments</td>
<td>Develop strong research and writing skills.</td>
</tr>
<tr>
<td>Writing and Editing</td>
<td>Trade associations</td>
<td>Perfect public speaking ability.</td>
</tr>
<tr>
<td>Special Events</td>
<td>Government agencies</td>
<td>Demonstrate enthusiasm, interpersonal skills, persuasion, team work,</td>
</tr>
<tr>
<td>Media Relations</td>
<td>Colleges and universities</td>
<td>integrity, good judgment, and intelligence.</td>
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<tr>
<td>Risk and Crisis Communication</td>
<td>Nonprofit organizations</td>
<td>Develop creativity and initiative.</td>
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<tr>
<td>Fund Raising</td>
<td>Labor unions</td>
<td>Develop planning and strategic thinking skills.</td>
</tr>
<tr>
<td>Marketing Communication</td>
<td>Hospitals</td>
<td></td>
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<tr>
<td>Management/Administration</td>
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<tr>
<td>TECHNICAL WRITING</td>
<td>Hardware manufacturers</td>
<td>Work on college newspaper and campus publications.</td>
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<tr>
<td>Writing and Editing</td>
<td>Software companies</td>
<td>Join professional journalism or communications organizations.</td>
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<tr>
<td>Technical Promotion</td>
<td>Industry</td>
<td>Develop word processing skills.</td>
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<tr>
<td>News Releases</td>
<td>Automotive</td>
<td>Perfect clear and concise writing abilities.</td>
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<tr>
<td>Technical Advertising</td>
<td>Aerospace</td>
<td>Demonstrate patience, flexibility, and strong interpersonal skills.</td>
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<tr>
<td>Technical Films and Videotapes</td>
<td>Precision instrument</td>
<td></td>
</tr>
<tr>
<td>Technical Films</td>
<td>Engineering</td>
<td></td>
</tr>
<tr>
<td>and Videotapes</td>
<td>Technical publications: journals and magazines</td>
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<td>Colleges and universities</td>
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<tr>
<td>Research laboratories</td>
<td>Government agencies</td>
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<tr>
<td>Self-employed</td>
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Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (1992, Revised 1999)

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