

## What can I do with this major?

# Communication

---

This general program of study is designed for students who have an interest in different forms of communication (written, verbal, visual), problem-solving, persuasion, and interpersonal dynamics. Students in this major will have the opportunity to take a variety of courses in areas such as writing, broadcasting, media technology and public relations. GMC's communications program also includes a required internship, which is an ideal way to develop skills and gain valuable, hands-on experience for your resume. A degree in communication will prepare you to be able to read, write, think, and speak in a confident and effective manner – skills that are sought-after in many different industries.

### Skills/Competencies associated with Communications majors:

- Ability to conduct research, synthesize and present findings
- Ability to meet the needs of specific populations
- Ability to work as part of a team
- Ability to design and present clear, persuasive ideas
- Strong written and verbal communication skills
- Presentation and public speaking skills
- Conflict resolution skills
- Interpersonal skills
- Critical and creative thinking skills
- Ability to persuade or influence others
- Ability to evaluate services, programs, personnel
- Planning and organizational skills
- Computer/design skills

### Related Industries and Occupations:

#### BUSINESS

Account Executive  
Account Manager  
Advertising Director  
Advertising Sales  
Consumer Info Consultant  
Customer Service Specialist  
Events Planner

Hospitality Manger  
Human Resources Director  
Marketing Associate  
Market Researcher  
Mediator  
Merchandising Specialist  
Public Relations Specialist

Recreation Manager  
Recruiter  
Real Estate Agent/Broker  
Restaurant Manager  
Retail Manager  
Sales Representative  
Training Specialist

#### EDUCATION

Administrator  
Admissions Counselor  
Alumni Relations  
Educational Consultant

Fundraising  
Guidance Counselor  
Librarian  
Public Relations Specialist

Special Events Coordinator  
Student Services Specialist  
Teacher

#### NONPROFIT/SOCIAL SERVICES

Community Action Director  
Counselor  
Events Planner

Health Services Administrator  
Librarian  
Museum Director

Public Relations Specialist  
Public Administrator  
Social Worker

#### MEDIA

Actor  
Animator  
Art Director  
Assistant Editor  
Broadcast Journalist

Booking Agent  
Camera Operator  
Cinematographer  
Columnist  
Copy Editor

Copywriter  
Correspondent  
Designer  
Editor  
Electronic Publishing

Graphic Artist  
Literary Agent  
Media Director  
Producer – radio/tv/movies

Production Assistant  
Public Relations Specialist  
Publisher  
Reporter

Speech Writer  
Sports Promoter  
Technical Writer  
Writer

#### GOVERNMENT and LAW

Government Relations Specialist  
Lawyer  
Lobbyist

Paralegal  
Political Campaign Organizer  
Speech Writer

\* This is only a partial list of occupations and not meant to limit you in any way. Come to Career Services to explore your options further.

#### Salary Information:

O\*NET  
<http://online.onetcenter.org/>

Bureau of Labor Statistics  
<http://www.bls.gov/bls/blswage.htm>

The Riley Guide  
<http://www.rileyguide.com/salguides.html>

Salary  
<http://www.salary.com/>

#### Resources:

The Association of Women in Communications  
<http://www.womcom.org/>

Magazine Publishers of America  
<http://www.magazine.org/>

National Communication Association  
<http://www.natcom.org/>

American Marketing Association  
[www.marketingpower.com](http://www.marketingpower.com)

Institute of Global Communications  
<http://www.igc.org/index.html>

Journalism Organizations  
<http://reporter.asu.edu/journ.htm>

The Association of American Publishers  
<http://www.publishers.org/>

The Write Jobs  
<http://www.writejobs.com/>

American Advertising Federation  
<http://www.aaf.org/>

O\*NET  
<http://online.onetcenter.org/>

Public Relations Student Society of America  
<http://www.prssa.org/>

Media Week  
<http://www.mediaweek.com>

National Association of Broadcasters  
[www.nab.org](http://www.nab.org)

Society for Technical Communication  
[www.stc.org](http://www.stc.org)

**Gwynedd-Mercy College**  
**Career Services**  
215-646-7300, ext: 230  
[careerservices@gmc.edu](mailto:careerservices@gmc.edu)  
[www.gmc.edu/careerservices](http://www.gmc.edu/careerservices)