



Communications and Media

Verbal and written communication is a part of everyday life and Sun Devils with an interest in this career area can work in a variety of professions and industries. One of the largest segments of this career field is mass media, broadcast journalism, marketing and social media. ASU is one of the top institutions producing students in the field of communications and media, and Sun Devils leave with a better understanding of how to connect and reach others through visual media and interpersonal interactions.

Tips for success

Networking

It's important to connect with industry professionals who can provide more information on specific careers, as well as introduce you to potential professional associations and community organizations related to your interests. Check out mentorship.asu.edu

Create an Online Portfolio

Having an online portfolio allows you to showcase creative talents using writing samples, videos, photographs, digital images or a combination. Your portfolio may contain work from class assignments, personal projects, and even professional work you might have done. Start making your portfolio now and continue to add work as time goes on.

Gain experience through volunteering and internships

Internships and volunteer experience can help you develop crucial hands-on training, which is especially important in gaining employment opportunities. Internships and volunteer experience also allow for building rapport with industry professionals.

Possible career fields

Advertising/Marketing/Sales
Animation
Business Management
Coaching/Consulting
Entrepreneurism
Entertainment Management
Event Planning
Graphic Design
Government
Higher Education
Human Resources
International Relations
Journalism
Law
News/Sports/Politics
Non-Profit
Photography
Public Relations
Radio Broadcasting
TV/Film/Video
Social Media Management
Social Services
Speech/Pathology/Audiology
Translating/Interpreting
Writing/Editing/Publishing

Professional associations

There are several local and national professional associations connected to this career field. Joining a professional association will help you network with professionals already in the industry, as well as expose you to new opportunities you may not have considered. Some are free to join and others may offer student rates to become a member.

- Advertising Educational Foundation
- Association of Education and Journalism and Mass Communications
- Industrial Designers Society of America
- International Communication Association
- National Communication Association
- Public Relations Society of America
- Public Relations Consultants Association
- Radio, Television and Digital News Association
- Society for Technical Communication
- Society for Marketing Professional Services
- The Association for Women in Communications

Student organizations at ASU

Student organizations are another great way to get connected with fellow students with similar interests. Many student clubs bring potential employers to speak at meetings, host career-related events, and offer professional development opportunities. Check [Sun Devil Sync](#) for more information on joining student organizations.

- Association of Human Communication
- Association of Visual Communication Designers
- Cronkite Foreign Affairs and International Reporting Club
- KASC The Blaze 1330am
- National Association of Black Journalists
- National Association of Hispanic Journalists
- National Student Speech Language Hearing Association
- Public Relations Student Society of America
- The Cut
- The State Press
- The Cronkite File
- Student Academy of Audiology
- Society of Professional Journalists
- Walter Cronkite College Council

Next steps

Try searching for internships on [Handshake](#) or volunteer opportunities with [VolunteerMatch](#).

Tap into the ASU Mentor Network

Seek out alumni and professionals through ASU's online platform driving powerful professional connections within the Sun Devil community. mentorship.asu.edu

