Communication Industry Report

This report is intended to present possible career pathways for Communication students.

Industries

56.12% Elementary and Secondary Schools
29.50% Colleges, Universities, and Professional Schools
9.35% Junior Colleges
5.04% Other Schools and Instruction

Yearly Salary

1st Year: $35,000
5th Year: $52,000

Employers

1. USAA
2. Humana
3. Microsoft Corporation
4. Deloitte
5. Kens

Location

1. San Antonio, TX
2. New Braunfeuls, TX
3. Bulverde, TX
4. La Coste, TX
5. Helotes, TX

Job titles

1. Marketing Coordinator
2. Information Governance Advisor Lead
3. Communications Manager
4. Marketing Specialist
5. Community Liaison

Data provided courtesy of: ©SeekUT Insights (industry, salary), ©NACE (career readiness) and ©Burning Glass reports (job titles, specialized & software skills, location, employers)
Career Readiness

Career readiness is a foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace and lifelong career management.

Specialized Skills

1. Social Media
2. Project Management
3. Journalism
4. Marketing
5. Budgeting

Software Skills

1. MS Office
2. MS Excel
3. Adobe Photoshop
4. Adobe InDesign
5. MS Powerpoint

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