

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 Braunfels, 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 Liason*

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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.



Leadership



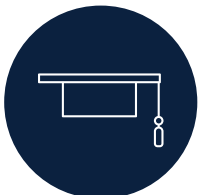
Teamwork



Professionalism



Communication



Career &
Self Development



Critical
Thinking



Equity & Inclusion



Technology



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*