What can I do with my Major?

COMMUNICATION

UCONN DEPARTMENT: Department of Communication
To learn more about this major check out the department website or schedule a meeting with an academic advisor.

NATURE OF WORK
There are four general areas of specialization within Communication Processes: Communication Research, Persuasive and Informational Campaigns, Mass Media, and Graduate Work Preparation. Communication Research provides background opportunities in such areas as advertising research, marketing research, and public opinion polling. Persuasive and Informational Campaigns focuses on creating and implementing persuasive and informational campaigns that are used everywhere from advertising agencies to political campaigns. Mass Media provides a strong background for a career in radio, television, and newspaper production.

Communication Sciences prepares graduates with transferable skills and qualities that can be beneficial in a variety of industries and careers.

UCONN RESOURCES
Advertising Club
Communication Society
Digital Media and Design Club (DMD)
The Daily Campus
Her Campus UConn
Pre-Communication Learning Community
Sports, Entertainment, Media, and Innovation Club
UCTV (UConn Student Television)
WHUS Radio

ADDITIONAL RESOURCES
American Advertising Federation
American Marketing Association
Communications Jobs
International Association of Business Communicators
International Radio and Television Society Foundation
Media Line
National Association of Broadcasters
National Communication Association
O’Dwyer’s PR Newsletter and Magazine
Public Relations Society of America
The Association for Women in Communications

PROFESSIONAL ASSOCIATIONS & ADDITIONAL RESOURCES
ADWEEK
American Advertising Federation
American Marketing Association
Communications Jobs
International Association of Business Communicators
International Radio and Television Society Foundation
Media Line
National Association of Broadcasters
National Communication Association
O’Dwyer’s PR Newsletter and Magazine
Public Relations Society of America
The Association for Women in Communications

SAMPLE JOB TITLES
Visit O*Net and conduct an Occupation Quick Search of each job title to learn more about that career path.

Account Planner
Advertising
Art Director/Creative Director
Assignment Editor
Campaign Strategist
Consumer Affairs Specialist
Copy Writer
Crisis Management Specialist
Customer Service Manager
Director of Corporate Communications
Distribution Chain Manager
E-Commerce Developer
Event Coordinator
Fund Raiser
Human Resources
Management Consultant
Market Research Associate
Media Buyer
Mediation Specialist
News Correspondent
News Producer
Organizational Recruiter
Organizational Consultant
On-Air Personality
Political Aide
Press Secretary
Promotional Coordinator
Public Relations
Publicist
Sales Manager
Scriptwriter
Speech Writer
Sports Agent
Technical Writer
Web Advertising Developer

A liberal arts and sciences education develops critical thinking, written and oral communication, versatility and problem solving skills, which are valuable in any career and will help students adapt to an ever-changing world.