What Can I Do With A Major In: Communication

Western Carolina University Center for Career and Professional Development
828.227.7133, careers.wcu.edu

DESCRIPTION
Communication is learning the ability to communicate clearly – to read, write, speak, and listen – forms the core of human culture. Students also gain knowledge in Reading, writing, speaking, and listening skills are essential tools for learning, for success in the workplace, for enriching and expanding our lives, and for responsible citizenship.

WHAT JOBS ARE AVAILABLE?
- Announcers
- Interpreters
- Film and Video Editor
- Authors
- Photographers
- Editors
- Public Relation Specialists
- Broadcasters
- Translators
- Broadcast News Analysts
- Reports
- Writers
- Camera Operators
- Technical Writers
- Sound Engineering Technician
- Correspondents
- Consultants
- News Anchor
- Broadcaster
- Public Speaker
- Communication Specialist
- Photographers
- Spokesperson
- Motivational Speaker

WHO EMPLOYS STUDENTS WITH THIS MAJOR?
- Radio and news stations
- Recording studios
- Magazine and newspapers
- Publication Companies
- Schools and universities
- Conference Centers

INTERNSHIP INFORMATION
At Western Carolina University there are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic advisor the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.

Interested in an internship? http://www.wcu.edu/academics/departments-schools-colleges/cas/casdepts/communication/communication-students/internships.asp

Many local businesses have hired WCU students as communication interns. Some include:
- ABC Radio Networks
- Turner Broadcasting
- Asheville Citizen Times
- WBBM TV Channel 2
- Mitchell County Chamber of Commerce
- NASA
- Biltmore House
- Mountain Youth Resources
- BBC World News Service
- Asheville Tourists Baseball Club
- CBS Radio Group
- Sports Radio 790
- Clear Channel Communication
- The Daily Courier
WHAT SKILLS ARE LEARNED IN THE CLASSROOM?

| Information Handling & Organization | Curiosity and Creativity | Teamwork | Oral & Written |
| Skills | Argumentation Skills | Innovative Talents | Problem Solving | Technical Skills |

KNOWLEDGE

- Students will have a comprehensive knowledge in the field of communication and one concentration: Broadcasting, Broadcast Sales, Journalism, and Public Relations
- Able to communicate ideas orally, visually and in writing, think critically, form and defend value judgements, and identify and resolve problems creatively
- Knowledge in Broadcasting, Broadcast Sales, Journalism, and Public Relations
- Awareness of and sensitivity toward the concerns of diverse people and cultures
- Develop a personal code of professional ethics.

Interested in the classes you’ll be taking? Check your eight semester program here: [http://www.wcu.edu/WebFiles/COMM8semPlan2015-2016BroadcastingConcentration.pdf](http://www.wcu.edu/WebFiles/COMM8semPlan2015-2016BroadcastingConcentration.pdf)

PROFESSIONAL RESOURCES

- The Association for PR and Communication Students - [http://prssa.prsa.org](http://prssa.prsa.org)
- NAB: The Voice of Broadcasters in the Nation’s Capital - [http://www.nab.org](http://www.nab.org)
- Society of Professional Journalists- [https://www.spj.org/index.asp](https://www.spj.org/index.asp)
- Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the “Groups You May Like” link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

ADDITIONAL INFORMATION SOURCES

- Information on Jobs at: [http://www.prsa.org/jobcenter/](http://www.prsa.org/jobcenter/)

FOR ADDITIONAL INFORMATION

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