

LASELL COLLEGE
Office of Career Services

What Can I Do With a Major In...
COMMUNICATIONS

This field of study focuses on the development of written and oral communication skills and a broad range of liberal arts knowledge. Practical applications are explored through a concentration of choice in professional areas including writing, web-based communication, graphic arts, marketing and advertising, and film and theater. Any work that involves communicating as its central activity is a potential career area. Opportunities are found in media, business, education, government and non-profit organizations.

CAREER POSSIBILITIES*

Radio DJ	Journalist	TV Producer
Creative Services Director	Community Affairs Director	Special Events Coordinator
Advertising Copy Editor	Script Writer	Newscaster
Reporter	Sports Commentator	Media Buyer
Marketing Director	Public Relations Consultant	Technical Writer
Record Company Executive	Key Grip	Critic
Circulation Manager	Foreign Correspondent	Promotions Coordinator
Advertising Sales Representative	Publicist	Traffic Manager
Stage Manager	Media Librarian	News Director
Media Relations Assistant	Entertainment Agent	Camera Operator
Magazine Columnist	Actor/Actress	Video Distribution Manager
Public Information Officer	Political Campaigner	Speech Writer
Teacher	Sportscaster	Board Operator
Entertainment Lawyer	Production Assistant	Photojournalist
Marketing Research Assistant	Corporate Communications Specialist	

*positions are at various levels some of which require graduate degrees

Additional Information:

- Occupational Outlook Handbook (www.bls.gov/oco)
- Job Profiles (www.jobprofiles.org)
- WetFeet Career Profiles (www.wetfeet.com/Content/Careers.aspx)
- Jobs in advertising and marketing (www.creativegroup.com/TCG/AdvertisingAndMarketing)
- Jobs in public relations (www.creativegroup.com/TCG/PublicRelations)
- Public Relations Articles and Advice (<http://aboutpublicrelations.net/jobsinpr.htm>)

Books Available at Office of Career Services:

- Career Opportunities in Advertising and Public Relations by Shelly Field
- Career Opportunities in Radio by Shelly Field
- Career Opportunities in Television, Cable, and Video by Maxine K and Robert Reed
- Careers in Communications by Shonan Noronha
- Careers in Marketing by Lila Stair and Leslie Stair
- Making It in the Media Professions by Leonard Mogel