

FORGE YOUR CAREER IN COMMUNICATIONS

A Path Forward to Success



GRADUATE AND
PROFESSIONAL
STUDIES

INTRODUCTION

Navigate a path to career success in communications

Whether you're already deeply rooted in the communications field or eyeing a fresh direction, consider this guide your roadmap for career success.

In today's rapidly evolving, interconnected world, effective communication is non-negotiable. From crafting captivating narratives to fostering robust connections and influencing pivotal decisions, communication experts are pivotal across all industries.

Picture yourself as the driving force behind a brand's triumphant campaign, the mastermind orchestrating organizational shifts, or the storyteller shaping public perception. With options made available by pursuing a Master's in Communication, these visions can materialize into tangible career milestones.

The diverse landscape of communication careers provides endless opportunities to make an impact and advance your professional journey. From corporate communications and public relations to digital media and strategic communication, there's a path that aligns with your interests, skills, and aspirations.

The Master's of Science in Communication can be your catalyst for scaling new career heights. Let's embark on this journey together and unlock the endless possibilities that await you in the dynamic world of Communication.

What's in this guide

Forging Your Path:

Advancing Your Communications Career

Expert Advice:

Propelling Your Career in Communication

Your Roadmap to Success:

The Master of Science in Communication

Next Steps:

Getting started with Lasell University

Forging Your Path:

Advancing Your Communications Career

Communication Job Outlook and Earning Potential

According to the Bureau of Labor Statistics (BLS), the employment of media and communication managers is projected to grow 4% from 2020 to 2030.

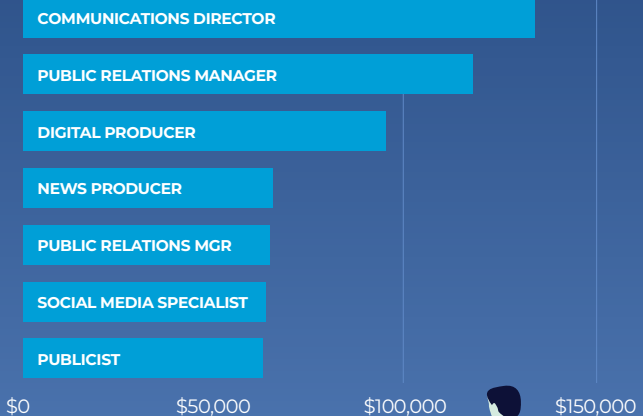
This growth is fueled by the increasing demand for digital media and the expansion of online platforms. Furthermore, the highest-paying communication jobs, such as marketing managers, public relations managers, and advertising managers, offer lucrative earning potentials, with median annual salaries ranging from \$135,000 to \$150,000, according to ZipRecruiter and BLS.

Mapping Your Career Journey to Director-Level and Higher Roles

Professionals in communication enjoy diverse career paths across corporate communication, public relations, digital media, marketing, nonprofit and government organizations, healthcare, pharmaceutical companies, and education. Their expertise is honed through practical experiences and continuous learning, like earning a Master's of Science in Communication, networking opportunities, access to resources, and support for career advancement further empower these professionals.



ANNUAL MEDIAN SALARIES



Career paths for the communications professional

PUBLIC RELATIONS DIRECTOR

Median annual salary: \$132,976 (Salary.com)

Leads development and implementation of public relations strategies to enhance organizational reputation and brand image. This role oversees management of media relations, crisis communication, and stakeholder engagement.

CORPORATE COMMUNICATIONS DIRECTOR

Median annual salary: \$135,418 (Salary.com)

Develops and executes high-level corporate communication strategies and key messages. This position requires overall management of media relations, executive communication, and employee engagement programs.

MARKETING MANAGER

Median annual salary: \$80,510 (Salary.com)

Directs planning, execution, and evaluation of marketing initiatives to achieve organizational objectives and drive revenue growth. Responsibilities include market research, brand management, and campaign optimization.

DIGITAL CONTENT STRATEGIST

Median annual salary: \$78,147 (Salary.com)

Creates and implements content strategies that captivate audiences across digital channels. This includes crafting effective content for social media, websites, blogs, podcasts, etc. while managing search engine performance.

ADVERTISING MANAGER

Median annual salary: \$78,247 (Salary.com)

Oversees conceptualization, execution, and assessment of advertising campaigns to achieve marketing objectives. This role involves collaborating with creative teams, media buyers, and clients to ensure campaign success.

SOCIAL MEDIA DIRECTOR

Median annual salary: \$92,066 (Salary.com)

Builds effective content strategies to engage audiences. Responsibilities include brand development through social media, identifying target customers, setting clear objectives, increasing site traffic and boosting conversions.

BRAND MANAGER

Median annual salary: \$95,477 (Salary.com)

Guides strategy, development, and promotion of company brand or product. Ensure that the brand is consistently positioned and marketed to a target audience and aligns with the company's overall goals and objectives.

MARKET RESEARCH ANALYST

Median annual salary: \$66,807 (Salary.com)

Studies consumer preferences and business conditions to assess sales products or services. Performs quantitative and qualitative research into consumers and the marketplace. Evaluate data using software and statistical techniques.

Expert Advice:

Propelling Your Career in Communication

As you navigate your career path in communication towards director-level positions and beyond, here are some key pieces of advice to keep in mind:



Continuous Learning

Stay updated on industry trends, emerging technologies, and best practices through professional development opportunities, certifications, and networking events.



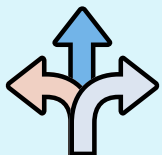
Networking

Build and maintain relationships with industry professionals, mentors, and peers to expand your professional network and access new opportunities.



Specialization

Consider a niche area of communication, such as crisis management, social media marketing, or public relations, to differentiate yourself and enhance your expertise.



Flexibility

Embrace flexibility and adaptability in your career journey, as the communication landscape rapidly evolves with advances in technology and shifting consumer behaviors.

GRAD TIP #1

A Master's degree turns a job into a career by providing industry insight into the communication field. You'll be well-equipped to pivot a brand, respond to crisis, and understand trends to make data driven decisions.

GRAD TIP #2

Going back to school means a shift in your daily routine. Lasell's flexible online and hybrid courses blend into your busy life with only slight adjustment. Read articles from your phone, submit assignments before or after work, and study on the go.



Testimonials from Lasell's Communication Masters



Angie Calderone G'20

The MS in Communication Program increased my skills and confidence and my internship provided me with the work experience I need to boost my resume and be more desirable to employers.

”



Deanellys Rivera G'23

My master's program allowed me to see how far my professional career could actually go. The professors I had during my time at Lasell were excellent. They took their time with their lectures and answered all of my questions. They gifted me with invaluable knowledge that I am positive will help me in my future career.

”



Zach Ramsey G'22

I pursued my Master's to separate myself from other applicants as communications and marketing are such competitive fields. Lasell's online format allowed me to work full-time while earning my degree. I have implemented many lessons from my graduate classes in my current position overseeing social media.

”



Tiffany Maddox G'21

My experience in Lasell's M.S. in Communications program was transformative. While balancing full-time work as a news anchor and reporter at WTVM in Columbus, GA, the program prepared and challenged me to grow professionally and personally, ensuring I could produce and anchor shows that keep our community informed.

”

Your Roadmap to Success:

The Master of Science in Communication

Lasell University's Master of Science in Communication program empowers students to excel in the dynamic field of communication. Our program stands out for its affordability and flexibility, offering online, on-campus, or hybrid formats to accommodate your busy schedule. With 36 credits, you can complete the program in as little as 12 to 24 months, depending on your pace.

Our commitment to practical skill development and industry relevance sets Lasell apart. From the moment you enroll, you'll have access to our career services, academic support and other resources to help you succeed in your professional journey.

Our program emphasizes hands-on learning, faculty expertise, and a supportive community, ensuring you graduate ready to make an impact in your chosen field. The curriculum includes a capstone in which you can choose one of the following: professional internship, comprehensive exam, thesis, or special study project.

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|--|----------------------------------|---------------------------------|
| ✓ ONLINE, HYBRID OR ON-CAMPUS FORMATS | ✓ NO GMAT/GRE | ✓ SCHOLARSHIPS AVAILABLE |
| ✓ 36 CREDITS | ✓ NO APPLICATION FEE | ✓ SMALL CLASS SIZES |
| ✓ 12-24 MONTH COMPLETION | ✓ FINANCIAL AID AVAILABLE | ✓ NECHE ACCREDITED |

The roads most traveled for today's master communications:



Gain a competitive advantage with Lasell's M.S. in Communication Concentrations

Lasell empowers you to tailor your Master of Science in Communication through six high-impact concentrations. These targeted areas of study cultivate the advanced, specialized communication proficiencies that will establish you as a leader in your field.

Health Communications

Explore the intersection of communication and healthcare, focusing on topics such as patient education, health promotion, crisis communication, and advocacy within the healthcare industry.

[Learn More](#)

Digital Media

Master the latest digital communication tools and platforms, including social media, content creation, and digital storytelling, to engage audiences and drive impactful communication campaigns.

[Learn More](#)

Strategic Communications

Gain expertise in crafting and implementing communication strategies that align with organizational goals, enhance brand reputation, and drive desired outcomes across various sectors.

[Learn More](#)

Public Relations

Learn the art of building relationships, managing reputation, and shaping public perception through strategic communication campaigns, media relations, crisis communication, and stakeholder engagement.

[Learn More](#)

Negotiation & Conflict Resolution

Grow essential negotiation and conflict resolution skills to effectively manage interpersonal and organizational conflicts, negotiate agreements, and build productive relationships.

[Learn More](#)

Corporate Communication

Develop and execute strategic communication plans, manage internal and external communication channels, and enhance organizational reputation.

[Learn More](#)

Next Steps:

Getting started with Lasell University



Now that you've explored the exciting opportunities awaiting you in our program, it's time to take the next steps toward enrollment. Begin by reviewing our application process and the requirements outlined below.



Request Info or Schedule a Consultation

Schedule a one-on-one consultation with an enrollment counselor to discuss your goals, explore program options, ask questions and address any concerns you may have.



Attend an Info Session

Join us for an upcoming information sessions where we will discuss the details of our Master of Science in Communication program and connect directly with our faculty and enrollment counselors.



Apply Online

To apply for the M.S. in Communication program, visit our website and complete the online application. Submit all required application materials, including transcripts, letters of recommendation, and a personal statement, by the specified deadlines.



Visit Our Website or Contact Us

For personalized assistance or to learn more about Lasell University's Master of Science in Communication program, please contact the admissions office at **617-243-2400** or email **gradinfo@lasell.edu**.



Scan QR Code

for more info
on Lasell's M.S. in
Communication
graduate program

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