

## Career Options

- Account Coordinator
- Advertising Coordinator
- Animator
- Art Director
- Audio/Visual Technician
- Book Designer
- Chief Executive Officer
- Community Affairs Director
- Copy Editor
- Corporate Communications Director
- Correspondent
- Creative Director
- Customer Representative
- Film Editor
- Graphic Designer
- Human Resources Manager
- Layout Artist
- Legislative Press Secretary
- Manager
- Media Consultant
- Newscaster/Narrator
- Package Designer
- Photo Editor
- Print Production Manager
- Producer /Director
- Public Affairs Analyst
- Public Opinion Pollster
- Public Relations Coordinator
- Publisher
- Reporter
- Researcher
- Sales Associate
- Social Network Design
- Sound Mixer
- Travel Writer
- Web Designer
- Writer

## What is Business Communication?

Business communication considers the many ways in which information and ideas are exchanged in modern society. You may study the history of political and religious speeches; write reviews of television programs and films; gain an understanding of how image and word work together to communicate ideas, explore the sociology of interpersonal and group dynamics; evaluate the impact of the media on individuals and society; access a deeper level of visual literacy, and inquire into the ethics of communication. The successful conduct of business demands effective communication, both verbal and visual; and you can hone your skills and gain valuable new knowledge with a major in business communication. You'll learn how to interview, turn words into effective visual communication, create images, make presentations, deliver a ceremonial speech, or explain a policy analysis. At the Weissman School of Arts and Sciences, three specializations are offered: Business Writing, Corporate Communication, and Graphic Communication.

## Occupational Opportunities

The selected list of occupations and skills illustrates the wide range of careers for which a communication degree provides preparation, including both entry-level positions and advanced positions. Mass media professionals, for example, create messages for a wide variety of needs and audiences, using formats and technology that reach individuals as well as a mass audience. Graphic communication professionals persuade and engage through visual design. For some of the occupations listed, such as sports announcer, additional knowledge or related training are desirable. A bachelor's degree is needed for most of the occupations listed below; however, complementary experience and an advanced degree often provide greater career opportunities.

## Skills & Abilities

Students majoring in Business Communication will increase their abilities in critical thinking and analysis skills, learning how to explore and evaluate ideas and perspectives. These abilities may be applied to job responsibilities in many different ways. For example, whether working as a film director, an art director, a lobbyist, a web designer, or a sales representative, creating a persuasive message will be a regular part of that occupation. Communication majors develop communication skills for different media: writing, speaking, filming, broadcasting, and designing, etc., as well as a solid understanding of how communication affects human interactions. A sampling of representative skills and abilities follows:

### Research/Analysis

- Defines hypotheses and thinks critically
- Evaluates ideas and their presentation
- Gathers information and data
- Compares/contrast evidence
- Evaluates information
- Analyzes market research data
- Measures media effects

### Working with People

- Identifies needs of individuals, groups, and mass audiences
- Understands institutional and cultural values
- Works as a team member or leader
- Rewrites/edits
- Explains concepts
- Interviews people

### Communication

- Writes clearly
- Speaks spontaneously and effectively
- Presents specific viewpoints
- Influences/persuades visually and verbally
- Synthesizes information
- Interprets

### Communication

- Reports and edits
- Creates persuasive verbal and visual messages
- Demonstrates creativity and artistic expression



## Career Snapshot: Media Planner

Media planner positions are expected to grow faster than average over the next decade. With more mediums becoming available, the savvy media planner needs to know how to distinguish which are the best formats for his or her client. The Internet is a medium that's full of advertising opportunities. A media planner will be more marketable if he or she is skilled in deciphering the demographics of surfers on any given site. With the advent of "smart TVs" –televisions that can jump over commercials—media planners may find it harder to place advertisements in the most popular medium. Media planners may also find a shortage of jobs if government legislation restricts the advertising of specific products such as alcoholic beverages or on specific media such as billboards.

### Two Years

Most media planners start out as a junior media planner or media planner assistant, helping to work on large projects or taking on smaller tasks under the supervision of a senior level planner. A lot of hard work and long hours can be expected for the first two years as young media planners find themselves responsible for doing most of the legwork, especially if employed by a smaller firm.

### Five Years

Media planners with five years' experience take on bigger projects, and usually oversee one or more assistant planners also take on the added responsibility of becoming media buyers. The ability to plan and buy media time and space from outlets such as television, radio, and the Internet makes the media planner/buyer more effective.

### Ten Years

Senior media planners constantly reach for strategic marketing solutions beyond the traditional ones. With ten years' experience, a senior media planner may be called upon to take on larger projects with prestigious national clients. Some media planners with this level of experience move to other positions in the advertising agency, while still others may start their own small firms.

## Additional Resources

U.S. Government's Occupational Outlook Handbook  
<http://bls.gov/oco>

The International Association of Business Communicators  
[www.iabc.com](http://www.iabc.com)

Institute for Global Communications  
[www.igc.org](http://www.igc.org)

American Advertising Federation  
[www.aaf.org](http://www.aaf.org)

Public Relations Society of America  
[www.prsa.org](http://www.prsa.org)

Make the Difference  
[www.makingthedifference.org/federalcareers](http://www.makingthedifference.org/federalcareers)

New York Women in Communications  
[www.nywici.org](http://www.nywici.org)

National Communication Association  
[www.natcom.org](http://www.natcom.org)

International Communication Association (ICA)  
[www.icaheadq.org](http://www.icaheadq.org)

The Association for Women in Communications  
[www.womcom.org](http://www.womcom.org)

Communications Roundtable  
[www.roundtable.org](http://www.roundtable.org)

National Association of Broadcasters  
[www.nab.org](http://www.nab.org)

Media Bistro – jobs and events in the media.  
[www.mediabistro.com](http://www.mediabistro.com)

Indeed  
[www.indeed.com/graphics](http://www.indeed.com/graphics)