### Overview: Examples of Career Paths and Advanced Study

<table>
<thead>
<tr>
<th>Majors</th>
<th>Concentrations</th>
<th>Careers</th>
<th>Masters &amp; Certification</th>
</tr>
</thead>
</table>
| Business Communication              | Corporate Communication                     | • corporate communication  
• public relations  
• advertising  
• consulting  
• also: sales, marketing, management, and corporate training and development | • business  
• advertising  
• marketing  
• management |
| Communication Studies               | Interpersonal and Group Communication       | • speech or communication training and coaching  
• counseling and mediation  
• sales  
• employee relations  
• human resources  
• community outreach/development | • communication studies  
• communication education  
• psychology  
• counseling  
• human resource management |
| Intercultural and International Communication |                              | • intercultural community relations  
• organizational diversity and inclusion  
• multicultural consumer research  
• diplomatic service  
• international education and exchange  
• international development | • international relations  
• international business  
• diplomacy  
• intercultural mediation  
• diversity training/coaching  
• global relocation counseling |
| Rhetoric and Public Advocacy        |                                            | • communication and public policy  
• lobbying  
• legislative work  
• political activism and campaigning  
• speechwriting  
• community outreach | • law  
• public affairs |
| Digital Communication and Culture   |                                            | • new media and multimedia planning  
• social media coordination  
• digital communications  
• content management  
• publishing  
• media sales | • journalism  
• broadcasting  
• screenwriting  
• documentary media  
• media management  
• film production |