

# Careers and Advanced Study

(Overview)

Baruch College: Department of Communication Studies  
**Overview: Examples of Career Paths and Advanced Study**

<b>Majors</b>	<b>Concentrations</b>	<b>Careers</b>	<b>Masters &amp; Certification</b>
Business Communication	Corporate Communication	<ul style="list-style-type: none"> <li>• corporate communication</li> <li>• public relations</li> <li>• advertising</li> <li>• consulting</li> <li>• also: sales, marketing, management, and corporate training and development</li> </ul>	<ul style="list-style-type: none"> <li>• business</li> <li>• advertising</li> <li>• marketing</li> <li>• management</li> </ul>
Communication Studies	Interpersonal and Group Communication	<ul style="list-style-type: none"> <li>• speech or communication training and coaching</li> <li>• counseling and mediation</li> <li>• sales</li> <li>• employee relations</li> <li>• human resources</li> <li>• community outreach/development</li> </ul>	<ul style="list-style-type: none"> <li>• communication studies</li> <li>• communication education</li> <li>• psychology</li> <li>• counseling</li> <li>• human resource management</li> </ul>
	Intercultural and International Communication	<ul style="list-style-type: none"> <li>• intercultural community relations</li> <li>• organizational diversity and inclusion</li> <li>• multicultural consumer research</li> <li>• diplomatic service</li> <li>• international education and exchange</li> <li>• international development</li> </ul>	<ul style="list-style-type: none"> <li>• international relations</li> <li>• international business</li> <li>• diplomacy</li> <li>• intercultural mediation</li> <li>• diversity training/coaching</li> <li>• global relocation counseling</li> </ul>
	Rhetoric and Public Advocacy	<ul style="list-style-type: none"> <li>• communication and public policy</li> <li>• lobbying</li> <li>• legislative work</li> <li>• political activism and campaigning</li> <li>• speechwriting</li> <li>• community outreach</li> </ul>	<ul style="list-style-type: none"> <li>• law</li> <li>• public affairs</li> </ul>
	Digital Communication and Culture	<ul style="list-style-type: none"> <li>• new media and multimedia planning</li> <li>• social media coordination</li> <li>• digital communications</li> <li>• content management</li> <li>• publishing</li> <li>• media sales</li> </ul>	<ul style="list-style-type: none"> <li>• journalism</li> <li>• broadcasting</li> <li>• screenwriting</li> <li>• documentary media</li> <li>• media management</li> <li>• film production</li> </ul>

*Note:* The dotted lines between the concentrations indicate permeability; i.e., at the undergraduate level, majors generally reflect interest and some degree of focus, but it is quite possible to pursue a career or advanced study in another field later on.

# Careers

(by Concentration)

# Corporate Communication Careers

## Management

Manager

Project Manager

## Internal Communications

Internal Communication Specialist

Corporate Communication Officer

## External Communications

External Communication Specialist

Communication Strategist

Communications and Content Writer

Crisis Communication Consultant

Communications Analyst

Social Media Coordinator

Investor Relations Specialist

## Marketing and Sales

Marketing Communication Specialist

Brand Communication Specialist

Retail Sales Consultant

Sales Manager

## Public Relations

Public Relations Coordinator

Public Opinion Researcher

Media Strategy Manager

Media Correspondent

Community Relations Director

Customer Affairs Manager

## Human Resources

Employee Engagement Specialist

Personnel Recruiter

Benefits Administrator

## Training and Development

Communication Trainer

Development Officer

Director of Organizational Culture

## Events Planning

Corporate Travel Consultant

Program Officer

Events Planner

# Interpersonal and Group Communication Careers

## Business

- Manager
- Project Manager
- Human Resources

## Nonprofits

- Nonprofit Organization Director
- Fundraiser

## Healthcare

- Health Services Manager
- Health Care Counselor
- Patients Rights Activist
- Mental Health Professional
- Hospital Volunteer Coordinator

## Community

- Social Worker
- Community Outreach
- Community Development
- Residential Housing Director
- Property Manager

## Education

- Teacher
- Education Administrator
- School Counselor
- College Recruiter
- Career and Training Advisor
- Communication Trainer

## Hospitality

- Hotel Manager
- Events Planner
- Activities Director
- Leisure Coach
- Recreation Coordinator

## Advocacy

- Employee/Labor Relations
- Mediation Specialist

## Leadership

- Motivational Speaker
- Religious Leader

# Intercultural and International Communication Careers

## Training

- Intercultural Trainer
- Intercultural Coach
- Intercultural Consultant
- Diversity Training

## Business

- International Business
- Global Corporate Representative
- International Marketing
- Consumer Research
- Logistics Manager
- Global Relocation Consultant
- Transition Counselor

## Media

- Foreign Correspondent
- Global Media Coordinator

## Language

- Translator
- Interpreter

## Education

- Student Life Program Director
- International Student Advisor
- Study Abroad Advisor
- ESL Teacher

## Advocacy

- Chief Diversity Officer
- Equal Opportunity/Affirmative Action
- Human Rights Specialist

## Conflict Resolution

- Conflict Resolution Specialist
- Mediator
- Community Liaison

## Government

- Foreign Service Officer
- Diplomat
- Immigration Counseling
- Refugee Counseling
- International Development

# Rhetoric and Public Advocacy Careers

## Business and Nonprofits

- Advertising
- Marketing Writer
- PR Writer
- Content Writer
- Corporate Storyteller
- Business Negotiation Specialist
- Nonprofit Administrator

## Advocacy

- Labor Representative
- Union Organizer
- Activist
- Community Organizer
- Public Policy Advocate
- Environmental Advocate
- Patient Advocate

## Leadership

- Inspirational Speaker

## Education

- High School Speech Debate Coach
- Speech Teacher

## Government

- Legislative Assistant
- Election Campaign Director
- Elected Official
- Speech Writer
- Think Tank Team Member

## Law

- Public Defender
- Corporate Lawyer
- District Attorney
- Private Practice Lawyer
- Legal Researcher
- Mediator
- Legal Reporter
- Legal Educator

# Digital Communication and Culture Careers

## Business

- Digital Communications Coordinator
- Digital Production Manager
- Digital Marketing Specialist
- Media Planner
- Media Sales
- Social Media Specialist

## Content Writing and Editing

- Copy Writer
- Copy Editor
- Digital Content Coordinator
- Web Design Specialist
- Digital Content Writer
- Digital Content Editor

## Education

- School Audiovisual Specialist
- Film/Tape Librarian
- Digital Document Manager

## Journalism

- Journalist
- Writer (Comedy, News, etc.)
- Broadcast Station Manager
- Director of Broadcasting
- News Director
- Newscaster
- Talk Show Host

## Video Production

- Video Producer
- Video Director
- Videographer
- Camera Operator
- Video Editor
- Technical Engineer

## Media Analysis

- Media Critic
- Social Media Analyst