

WHAT CAN I DO WITH MY MAJOR?

COMMUNICATION STUDIES

The discipline of Communication Studies empowers people to critically analyze, ethically construct, and effectively adapt messages to the diverse needs of individuals, groups, and contexts.

COMMON JOB TITLES * additional education or certification may be required post graduation

ENTRY & MID LEVEL POSITIONS

Admissions Counselor
Alumni Relations Officer
Customer Service Representative
Communications Coordinator
Director of Training and Development
Educational Administrator*
Forensics Debate Coach
Fundraiser
Human Resources Manager

Lobbyist
Manager
Negotiator*
Property Manager
Public Information Officer
Recruiter
Salesperson
Statistician*
Teacher/Professor*

AREAS OF EMPLOYMENT: WHERE DO COMMUNICATION STUDIES MAJORS TYPICALLY WORK?

Corporations: C&A Industries, Berkshire Hathaway, Union Pacific

Hospitality and Tourism: Cedar Point, Marcus Hotels & Resorts

Government: NE Dept. of Transportation, NE State Patrol, NE DHHS

Nonprofit Organizations: NE Humane Society, The Joslyn, Sierra Club NE

Banks: FNBO, Pinnacle Bank, Union Bank & Trust

Healthcare: Health Center Association of NE, CHI Health

Technology Companies: LinkedIn, Fiserv, West Corporation

Media Agencies: The Kraft Group LLC, Omaha World Herald, National Journal

Retail & E-commerce: Spreetail, Hayneedle, Omaha Steaks

Broadcasting: The E.W. Scripps Company, iHeartMedia, WOWT Omaha,

Universities/Colleges: UNO, UNL, Metro CC

Consulting Firms: HDR, Inc., BCG, Gallup

Marketing & Advertising Agencies: Swanson Russell, Redstone, OBI Creative

Insurance Companies: Mutual of Omaha, Blue Cross Blue Shield, WoodmenLife

IMPORTANT QUALITIES:

Transferable Skills Gained:

Critical Thinking
Interpersonal Communication
Public Speaking/Presentations
Persuasion
Active Listening
Group Facilitation

Concrete Skills Gained:

Microsoft Office
Adobe
Canva
Google Suite
Social Media: Instagram, LinkedIn, etc.
Message Construction & Analysis

HOW TO DEVELOP YOUR SKILLS :

Join a **UNO Student Organization** within the School of Communication to connect with other students and advance your professionalism

Get involved in the **Social Media Lab** or other student research to explore your interests and collaborate with faculty

Attend events within the **School of Communication** to apply your learning outside the classroom

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MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

* additional education or certification required post graduation

Communication Studies + Nonprofit Management minor = Public Relations Specialist / Grant Writer

Communication Studies + Journalism and Media Communications minor = Brand Strategist

Communication Studies + Marketing minor = Marketing Coordinator

OCCUPATIONAL OUTLOOK:

Public Relations Specialists

Writers

Marketing Managers

Training & Development Specialists

Reporters & Journalists

EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to accounting jobs, internships, and opportunities to boost your student experience

ADDITIONAL EDUCATION:

A **Masters degree** or other advanced degree may be beneficial or required after graduation depending on your desired career path. A Masters degree offers opportunities for advanced study, specialization, and development

More Information:

UNO Communications Graduate Program

UNO Graduate Programs A-Z

OTHER RESOURCES :

UNO School of Communication

Career Exploration in Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook


NEED SOME EXTRA HELP?


Book an appointment with Career Services

Book an appointment with your Advisor

Career Services

 EAB 113

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 careers.unomaha.edu

 careers@unomaha.edu

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