Career Snaps are snapshot introduction resource pages that invite you to explore a list of career titles and consider what peaks your initial curiosity. Below are highlights of titles related to the major of Communication. Feel free to review and consider how these titles appeal to your interests and how you would like to apply your major further.

Please note: Career paths below vary in terms of required experience, education, and/or licensures and further research to career paths of interest is important to help identify which require advanced degrees or bachelor degrees.

Make Marks! Circle titles of interest and cross off those that don’t appeal to you to begin the exploration process. Keep in mind that this is not an exhaustive list but a starting point to connect your interests and to highlight some of the ways students with your major have transitioned to various career paths. Note that career titles may vary depending on the organization or company.

Career Titles

- Advertising
  - Account Executive, Advertising Copywriter, Advertising Manager, Creative Director, Media Buyer, Media Planner, Promotions Manager, Market Research Analysts, Junior Advertising Copywriter, etc.
- Announcer
  - Organization Ambassador, Radio/TV Announcer, Newscaster, Spokesperson, Sports Promoter, Sportscaster, etc.
- Arts
  - Actor, Casting Director, Creative Writer, Director of Film, Graphic Designer, Film and Video Editor, Lighting Technician, Narrator, Photojournalist, Producer, Production Assistant, etc.
- Bank Officer
- Business Manager
- Broadcasting Station Manager
- Communications Consultant
- Consumer Affairs Specialist
- Corporate Communications Director
- Credit Manager
- Development Officer
- Education
  - Admissions Counselor, Assessment Coordinator, Professor, Camp Counselor, Corporate Trainer, Drama Teacher/Director, Educational Consultant, Instructional Program Designer, Secondary Education Teacher, Speech Pathologist, Student Services Specialist, Student Tour Coordinator, etc.
- Editing and Publishing
  - Acquisitions Editor, Copywriter, Editorial Assistant, Publisher, etc.
- Events
  - Convention Manager, Event Planner, Hospitality Manager, Special Events Coordinator, etc.
- Government
  - Campaign Manager, Community Affairs Specialist, Diplomat, Elected Official, Foreign Service Officer, Government Advisor, Legislative Aide, Lobbyist, Media Consultant, Planning Director, Public Affairs Specialist, PSA Director, Speech Writer, Television Censor, etc.
- Health Care
  - Activities Director, Health Care Counselor, Health Educator, Health Communication Analyst, Hospice Manager, Medical Center Publications Editor, Medical Grants Writer, Medical Training Supervisor, School Health Care Administrator, Hospital Director of Communications, etc.
• Human Resources
  ◦ Benefits Administrator, Human Resources Coordinator, Personnel Specialist, Labor Relations Specialist, etc.
• Information Specialist
• Insurance Agent, Insurance Adjuster
• Investigative Reporter
• Law
  ◦ Attorney, Legal Assistant, Legal Educator, Legal Reporter Paralegal, Mediation and Negotiation Specialist, etc.
• Management Analyst
• Marketing Coordinator/Manager
• Public Information Officer
• Public Relations
  ◦ Marketing Specialist, Media Analyst, Public Relations Assistant, Publicist, Publicity Manager, etc.
• Print Production Coordinator
• Real Estate Agent/Broker
• Researcher
• Sales
  ◦ Broadcasting Advertising Sales, Customer Services Representative, Recruiter, Retail Manager, Sales Representative, etc.
• Social Services
  ◦ Community Action Director, Consumer Advocate, Counselor, Recreation Coordinator, Social Services Administrator/Coordinator, Minister, Museum Director, Program Coordinator, Probation and Parole Officer, Youth Worker, etc.
• Telemarking Specialist
• Webmaster
• Writer
  ◦ Critic, Grant Writer, Greeting Card Writer, Journalist, News and Feature Piece Writers, Script Writer, Technical Writer, etc.

Food For Thought
Take a minute to review the following questions and jot down thoughts that come to mind:
• Interests: What career areas below resonate with you the most and how do the careers you circled relate?
  ◦ Arts (Performing, Literary, Visual) and Design
  ◦ Business
  ◦ Communication and Media
  ◦ Education
  ◦ Government
  ◦ Law
  ◦ Non-Profit
  ◦ Public Relations/Advertising
  ◦ Research/Policy
  ◦ Technology

• Skills: What skills that you enjoy are you interested using further in a profession?
  ◦ Attention to detail, creative expression, critical thinking, written and oral communication skills, debate, interpretation skills, persuasive skills, problem solving, research, synthesize information, translate institutional and cultural values, work independently, work in teams, others?

• Values: What core values are most important to you and how might careers you circled support these values?

Ready to Take the Next Step?
Below are resources that give an overview of career profiles, settings, education, outlook, related occupations, pay, and state/regional information etc.:
http://www.bls.gov/ooh
http://www.onetonline.org