

What can I do with my Major?

COMMUNICATION



UConn DEPARTMENT: Department of Communication

To learn more about this major check out the department website or schedule a meeting with an academic advisor.

NATURE OF WORK

Today, Communication is an academic discipline that focuses on how people use messages to generate meaning within and across various contexts, cultures, channels, and media. The discipline promotes the effective and ethical practice of human communication. Communication is a diverse discipline that includes inquiry by social sciences, humanists, and critical and cultural studies scholars. There are eight general areas of specialization within Communication: Communication Research Methods, Health Communication, International/Intercultural Communication, Interpersonal Communication, Government and Political Communication, Mass Media Theory and Research, Organizational Communication, and Strategic Communication.

Communication prepares graduates with transferable skills and qualities that can be beneficial in a variety of industries and careers.

UConn RESOURCES

Advertising Club
Communication Society
Digital Media and Design Club (DMD)
The Daily Campus
Her Campus UConn
Pre-Communication Learning
Community
Sports, Entertainment, Media, and
Innovation Club
UCTV (UConn Student Television)
WHUS Radio

Additional organizations (and the most current information) can be found at the [UConn Student Activities website](#).

PROFESSIONAL ASSOCIATIONS & ADDITIONAL RESOURCES

ADWEEK
American Advertising Federation
American Marketing Association
Communications Jobs
International Association of
Business Communicators
International Radio and Television
Society Foundation
Media Line
National Association of Broadcasters
National Communication Association
O'Dwyer's PR Newsletter and
Magazine
Public Relations Society of America
The Association for Women in
Communications

SAMPLE JOB TITLES

Visit *O*Net* and conduct an *Occupation Quick Search* of each job title to learn more about that career path.

Account Planner
Advertising
Art Director/Creative Director
Assignment Editor
Campaign Strategist
Consumer Affairs Specialist
Copy Writer
Crisis Management Specialist
Customer Service Manger
Director of Corporate
Communications
Distribution Chain Manger
E-Commerce Developer
Event Coordinator
Fund Raiser
Human Resources
Management Consultant
Market Research Associate
Media Buyer
Mediation Specialist
News Correspondent
News Producer
Organizational Recruiter
Organizational Consultant
On-Air Personality
Political Aide
Press Secretary
Promotional Coordinator
Public Relations
Publicist
Sales Manager
Scriptwriter
Speech Writer
Sports Agent
Technical Writer
Web Advertising Developer

A liberal arts and sciences education develops critical thinking, written and oral communication, versatility and problem solving skills, which are valuable in any career and will help students adapt to an ever-changing world.