

COMMUNICATION

- *WHAT CAN I DO WITH MY MAJOR IN COMMUNICATION?
- *WHAT CAN I DO TO MAKE MYSELF MORE MARKETABLE?
- *WHERE CAN I FIND CAREER INFORMATION?

• CAREER PLANNING • SUNY POTSDAM • 106 SISSON
HOMEPAGE: www.potsdam.edu/career TEL: 315-267-2344

WHAT COMMUNICATION MAJORS DO TODAY:

1. Concentrate on the purposes, functions, and varieties of human communication.
2. Study the processes used to deal with the environment.
3. Provide means through which thoughts are transmitted to others.
4. Evaluate ways in which human beings give meaning to the world through language.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR COMMUNICATION MAJORS:

1. Wire Services
2. TV and/or Radio Stations
3. Advertising Agencies
4. Communication Media
5. Newspaper, Book, and Magazine Publishers
6. Theatre Groups
7. Motion Picture Producers
8. Academia
9. Political and Consumer Action Groups
10. Commercial and Industrial Films

WHAT CAN BE DONE WITH A MAJOR IN COMMUNICATION?

SAMPLE JOB TITLES

<u>Bachelor's Degrees/Entry Level</u>	<u>Further Education or Experience Often Required</u>
* Advertising Copywriter	* Television/Film Producer
* Marketing Research Analyst	* Family Consumer Scientist
* Human Resources Administrator	* TV/Film Director
* Technical Writer	* Funds Development Administrator
* Radio/TV Announcer	* Historic Site Administrator
* Public Relations Specialist	* TV Production Assistant
* Customer Service Representative	* Information Scientist (Librarian)
* Cooperative Extension Agent	* Alumni Relations Coordinator

SAMPLE JOB TITLES OF POTSDAM'S COMMUNICATION ALUMNI:

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|--|-------------------------|
| * Recreation Director | * Second Grade Teacher |
| * Graduate Advisor | * Account Executive |
| * Administrative Assistant/Salesperson | * Commercial Applicator |
| * International Sales Administrator | * Sales Manager |
| * Customer Service Representative | * Service Consultant |



SAMPLE JOB DESCRIPTIONS:

1. **Disk Jockey, Radio and TV:** selects music CDs, tapes and records to be played during a program broadcasting. Operates music equipment. Talks about music quality, musicians and topics such as time, weather, news and traffic. Interviews guest musicians and critics.
2. **Technical Writer:** creates instructional/reference materials for users of technical products, especially computer hardware and software. Writes contract proposals, specifications, catalogs, technical reports, and policies or marketing materials. Develops articles for trade/technical journals.
3. **Alumni Relations Coordinator:** promotes the continued financial support of a college or university by their past graduates. Organizes and manages alumni meetings, writes publications and plans activities to recruit new students and raise money for the university.
4. **Public Relations Specialist:** helps organizations build and maintain a positive image and relationship with the public. Formulates the message themes and communications to be announced at events such as professional conferences, business meetings and political gatherings.

ENHANCING EMPLOYABILITY:

1. Get involved in the career development process early, freshman year.
2. Select minors/elective courses that will demonstrate interest and applicability to your career objective.
3. Get work experience: cooperative education programs, internships, volunteer and summer employment.
4. Develop the following job search and self-marketing skills: resume writing, cover letters, portfolios, employer research, interviewing, networking, and employment searching.
5. Skills to develop: analyzing, making diagrams, attention to detail, working with computers, persuading, making presentations, interviewing, broadcasting, entertaining, operating communications equipment, preparing reports, oral communication, effective use of design elements, selecting, evaluating, and editing media materials.

SAMPLE OF INTERNSHIP EXPERIENCES:

- * Cairns and Associates
 - Responsibilities include preparing media lists and coordinating press mailings, contacting editors and television producers, maintaining press clippings, preparing client reports, writing press materials, and conducting research projects. Duration is one semester in Spring, Summer, or Fall for \$5 per hour.
- * Jacksina Company
 - Entertainment public relations/publicity firm which specializes in theater and film.
 - The student would assist with radio promotions, interviews, press kit assembly, mailings, pre-production of several television series and films.

STRATEGIES FOR CONTACTING EMPLOYERS:

- * resume and cover letter writing
- * preparing for an interview
- * networking cards
- * use SUNY College at Potsdam's Career Planning Internet Homepage
- * networking
- * portfolios
- * job search strategies
- * use SUNY College at Potsdam's Career Planning Reference Books

SOME EMPLOYERS OF SUNY COLLEGE AT POTSDAM COMMUNICATION ALUMNI:

- * United States Supply Company Incorporated
- * Blue Cross - Blue Shield
- * WPRI-TV
- * Costal Video Communications Corporation
- * Carthage Central School District
- * Village of Gouverneur
- * Watertown Daily Times
- * Key Brokerage
- * Tierney and Company
- * PI Advertising
- * McCarty Law Offices

WHERE TO GET INFORMATION AND ASSISTANCE:

- 1. COMMUNICATION/ENGLISH DEPT., SUNY College at Potsdam, 120 Morey Hall**
 - * talk with faculty
- 2. CAREER PLANNING CENTER, SUNY College at Potsdam, 106 Sisson Hall**
 - * individual career assistance
 - * workshops/seminars
 - * employer literature
 - * SUNYCDO Job Fair
 - * computerized assessment programs
 - * networking assistance
 - * summer jobs
 - * job vacancies
 - * reference file
 - * career fairs
 - * Career Planning Internet Homepage
 - * career library
 - * alumni contacts
 - * free handouts available
 - * career testing
 - * Employment Connections

WHAT IF I WANT TO GO TO GRADUATE SCHOOL?

RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:

- * graduate school handout
- * GRE, GMAT, MCAT, LSAT and MAT forms and bulletins
(GRE computerized tests and graduate study books)
- * financial aid information about graduate school
- * Peterson's Graduate Programs (G7F,G,H,I,J,K)

RESOURCES FOR FINDING EMPLOYERS:

SUNY POTSDAM CAREER PLANNING CENTER MATERIALS AVAILABLE:

- * Job Hunter's Sourcebook (H9B)
- * The Career Guide Employment Opportunities Directory (R8B)
- * New Careers Directory (I6C)
- * Summer Jobs for Students (S1A)
- * Career Planning Homepage
- * Working Press of the Nation Vol. 1-3 (R34B-D)
- * Writers Market (R34A)
- * 150 Best Companies for Liberal Arts Graduates (R5G)
- * Additional material found by using Career Planning Library Bibliography



OTHER SOURCES OF INFORMATION:

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| * National Association of Broadcasters
1771 N Street, N.W.
Washington, DC 20036
(202) 429-5300 | * Public Relations Society of America
33 Irving Place, Third Floor
New York, NY 10003
(212) 997-0947 |
| * Society for Technical Communication
901 N. Stuart St., Suite 304
Arlington, VA 22203
(703) 522-4114 | * International Association of
Business Communicators
870 Market St., Suite 940
San Francisco, CA 94102
(415) 433-3400 |

