

# 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 • 206 SISSON  
Web Site: [www.potsdam.edu/offices/career](http://www.potsdam.edu/offices/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 surroundings and 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.
5. Help people to improve their relations with others through effective communication.

## **EXAMPLES OF FIELDS OF EMPLOYMENT FOR COMMUNICATION MAJORS:**

1. News Organizations
2. TV and/or Radio Stations
3. Marketing, Advertising, and Public Relations Offices
4. Theatre Groups
5. Newspaper, Book and Magazine Publishers
6. Film Making
7. Political and Consumer Action Groups
8. Nonprofit Organizations
9. Human Resources and Employee Relations
10. Academia and Higher Education

## **WHAT CAN BE DONE WITH A MAJOR IN COMMUNICATION?**

### SAMPLE JOB TITLES

#### Bachelor's Degrees/Entry Level

- \* Advertising Copywriter
- \* Marketing Research Analyst
- \* Human Resources Administrator
- \* Technical Writer
- \* Radio/TV Announcer
- \* Public Relations Specialist
- \* Customer Service Representative
- \* Cooperative Extension Agent

#### Further Education or Experience Often Required

- \* Television/Film Producer
- \* Family Consumer Scientist
- \* TV/Film Director
- \* Funds Development Administrator
- \* Historic Site Administrator
- \* TV Production Assistant
- \* Information Scientist (Librarian)
- \* Alumni Relations Coordinator

## **SAMPLE JOB TITLES OF SUNY POTSDAM COMMUNICATION ALUMNI:**

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



### ***SAMPLE JOB DESCRIPTIONS:***

1. Health Communication Specialist: create and disseminate messages that help both individuals and groups understand health and illness. They are mediators in the world of communications and media and play a big role in shaping how the public hears and speaks about health issues.
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, create a portfolio and self-marketing brochure, employer research; interviewing, networking, and employment searching.
5. Skills to develop: analyzing; audience and/or market research; attention to detail; digital communication; computer-mediated communication; persuading; making presentations; interviewing; broadcasting; entertaining; clarity in writing and speaking; effective use of design elements; and 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.
- \* Career Planning, SUNY Potsdam, Public Relations Intern
  - Gain experience promoting services, communicating with students, faculty and employers
  - Plan events
  - Write newsletters, articles, etc.

### ***PREPARING FOR THE JOB SEARCH MARKET***

- \* Write an employer targeted resume and cover letter
- \* Learn job search strategies
- \* Borrow resources from the SUNY Potsdam's Career Planning Library
- \* Develop networking cards
- \* Research potential fields of employment
- \* Network w/employers at Career/Job Fairs
- \* Prepare for an interview
- \* Design a portfolio and self-marketing brochure
- \* Visit SUNY Potsdam's Career Planning Web Site at: [www.potsdam.edu/offices/career](http://www.potsdam.edu/offices/career)
- \* Seek advice from faculty

***SOME EMPLOYERS SUNY 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
- \* SUNY Potsdam

***WHERE TO GET INFORMATION AND ASSISTANCE:***

**1. COMMUNICATION/ENGLISH DEPT., SUNY Potsdam, 120 Morey Hall**

- \* Talk with Faculty
- \* Talk with Students
- \* Talk with Alumni

**2. CAREER PLANNING OFFICE, SUNY Potsdam, 206 Sisson Hall**

- \* Individual Career Assistance
- \* Workshops/Seminars
- \* Employer Literature
- \* Career Assessment Programs
- \* Career and Job Fairs
- \* Networking Assistance
- \* Alumni Mentor
- \* Job Vacancies
- \* Summer Jobs
- \* Reference file
- \* Career Planning Web Site
- \* Career Library
- \* A Major Affair
- \* Free Handouts Available

***WHAT IF I WANT TO GO TO GRADUATE SCHOOL?***

**RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:**

- \* On-Campus Graduate School Fair
- \* Graduate School handout
- \* GRE, GMAT, MCAT, LSAT and MAT forms and bulletins (GRE computerized tests and graduate study books)
- \* Graduate books - listings of schools and programs
- \* Financial aid information about graduate school
- \* Peterson's Graduate Programs (G7F,G,H,I,J,K)
- \* Web Site: [www.potsdam.edu/offices/career/graduate](http://www.potsdam.edu/offices/career/graduate)

***RESOURCES FOR FINDING EMPLOYERS:***

**RESOURCES AVILABLE AT THE CAREER PLANNING OFFICE (call #'s):**

- \* Job Hunter's Sourcebook (H9B):
- \* New Careers Directory (I6C)
- \* Summer Jobs Worldwide (S2A)
- \* Working Press of the Nation (R9A, R9B, R9C)
- \* Writers Market (R34A)
- \* 150 Best Companies for Liberal Arts Graduates (R5G)
- \* Bacon's Newspaper Directory (R9AA)
- \* Pathways to Careers in Communication (C92)
- \* Career Opportunities in Radio (C9E)
- \* Making it in the Media Professions (C9B)
- \* Careers in Communications and Entertainment (C9D)
- \* Career Opportunities in Television, Cable, and Video (C9C)
- \* Career Planning Job Search Internet Links: [www.potsdam.edu/offices/jobsearch/index.cfm](http://www.potsdam.edu/offices/jobsearch/index.cfm)
- \* Additional material found by using Career Planning Library Bibliography

***OTHER SOURCES OF INFORMATION:***

- \* National Association of Broadcasters  
[www.prsa.org](http://www.prsa.org)
- \* Public Relations Society of America  
[www.nab.org](http://www.nab.org)
- \* Society for Technical Communication  
[www.iabc.com](http://www.iabc.com)
- \* International Association of Business Communicators  
[www.stc.org](http://www.stc.org)

