

Also visit **CAREER SERVICES** for information on choosing careers.

AREAS	EMPLOYERS	STRATEGIES
<p><b><u>BUSINESS</u></b>            Sales            Management            Human Resources/Personnel            Labor Relations            Customer Service            Training and Development            Writing/Editing            Buying            Consulting            Negotiator/Mediator</p>	<p>Business            Industry            Corporations            Consulting firms            Hospitality industry            Travel organizations            Airlines</p>	<p>Develop strong verbal and written communications skills.            Demonstrate excellent interpersonal skills.            Participate in activities to build team-player skills.            Join related professional associations.            Master's degree in Communication required for some positions.</p>
<p><b><u>PUBLIC RELATIONS/ADVERTISING</u></b>            Publicity            Advertising/Marketing            Lobbying            Corporate Public Affairs            Development            Sales            Media Analysis/Planning            Creative Directing            News/Informational Writing            Audience Analysis            Public Opinion Research</p>	<p>Private corporations            Public service organizations            Public opinion research firms            Chambers of Commerce            Advertising agencies            Public opinion organizations            Radio and television companies            Sports and entertainment organizations            Hospitality and tourism industry            Nonprofit organizations            Publishing firms            Consulting organizations            Free-lance</p>	<p>Develop excellent writing skills.            Complete Internship in area(s) of interest.            Serve as public relations officer of organization.            Develop portfolio.            Join related professional association(s).</p>
AREAS	EMPLOYERS	STRATEGIES
<p><b><u>MEDIA</u></b>            Writing            Editing            Copywriting            Public Relations            Script Writing            Publishing            Producing            Managing/Directing            Business Management            Research            Media Sales</p>	<p>Television and radio stations            Film industry            Publishing firms including newspaper, magazine and book</p>	<p>Develop excellent interpersonal and presentation skills.            Take elective courses in Journalism, Broadcasting, Public Relations and Advertising.             Acquire Business minor.            Develop research skills.            Get experience in sales.</p>
<p><b><u>ARTS AND</u></b></p>	<p>Music industry, including</p>	<p>Acquire knowledge, skills</p>

<p><b><u>ENTERTAINMENT</u></b>  Announcing  Writing  Facility Management  Business Management  Producing/Directing  Development  Public Relations  Consulting  Marketing/Promotion  Critic</p>	<p>recording, radio and television, retailing, wholesaling, publicity, symphonies and orchestras, arenas and halls, and education  Theatres Operal companies  Ballet companies  Performing arts support services specialized journalism firms  Art museums, galleries, auction galleries  Schools/training centers for the arts  Sports industry including team promotion, player management, journalism and announcing</p>	<p>and related experience in area(s) of interest.  Join related professional organizations.</p>
--	---	---

AREAS	EMPLOYERS	STRATEGIES
-------	-----------	------------

<p><b><u>SOCIAL AND HUMAN SERVICES</u></b>  Community Affairs  Recreation  Advocacy  Tourism  Writing/ Editing  Social Work  Counseling</p>	<p>Local, state and federal government  Peace Corps  National programs including Americorps, etc.  Chambers of Commerce  Community Centers  Philanthropies  Nonprofit organizations</p>	<p>Learn local, state and federal government job application process.  Take courses in counseling techniques.  Volunteer with community/campus organizations  Master's degree in Social Work or Counseling and licensing is required for some positions.</p>
---	---	--

<p><b><u>GOVERNMENT</u></b>  Public Information  Campaigns  Programming  Legislative Branch  Research  Elected Official  Lobbying  Conflict Resolution</p>	<p>All branches of local, state and federal government  Political parties  Legislative offices and committees</p>	<p>Learn local, state and federal government job application process.  Take courses in conflict management and develop skills.</p>
--	---	--

AREAS	EMPLOYERS	STRATEGIES
-------	-----------	------------

<p><b><u>INTERNATIONAL RELATIONS AND NEGOTIATIONS</u></b>  Broadcasting  Reporting</p>	<p>Private corporations with international interests  International corporations  International associations</p>	<p>Become proficient in a foreign language(s).  Take courses relating to other cultures.  Get involved in activities</p>
--	--	--

Foreign Relations Foreign Correspondent	including United Nations and Radio Free Europe Embassies Chambers of Commerce Newspapers and magazines	with international students. Spend a term/year abroad.
<b><u>EDUCATION</u></b> Teaching Research Public Relations Admissions Advising Development Student Affairs Staff Recruitment	Private and public schools, K-12 Colleges and universities	Learn about certification/licensing requirements. Ph.D. required for teaching, research and administration in colleges and universities.  Master's degree often required for college and university staff positions.
<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<b><u>LAW</u></b> Paralegal Attorney's-at-law Mediator	Government Corporations Public interest firms Legal firms Private practice Colleges and universities	Attend specialized paralegal training school. Obtain J.D. degree.
<b><u>MEDICAL</u></b> Administration Grant Writing Public Relations Training Publications Editing Health Communication Research	Medical schools Hospitals Health care facilities	Business minor helpful.  Master's degree required for some positions.
<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<b><u>HIGH TECHNOLOGY</u></b> Information Sciences Human Information Theory/Processes Human Communication Technologies Training Producing/Directing Copywriting Research	Industries Business	Take courses in Information Sciences. May need Master's degree in Information Sciences in some positions. Acquire computer skills.
<b><u>GENERAL INFORMATION</u></b> <ul style="list-style-type: none"> <li>Develop strong written as well as verbal skills.</li> </ul>		

<ul style="list-style-type: none"><li>• Requires excellent interpersonal skills.</li><li>• Explore specializations within major and professional field.</li><li>• Select electives to support internships in area(s) of interest.</li><li>• Obtain experience through part-time employment, co-op, internships or volunteer experience.</li><li>• Get involved in campus activities and professional organizations.</li><li>• Develop team player skills and experience.</li></ul>		
--	--	--