

Internship and Career Services Industry Guide: Careers in Communication

OVERVIEW

Communications majors are best defined as students seeking a general liberal arts education and preparing for careers in fields like journalism, business administration, public relations, broadcasting, human resources, consulting, and politics. The discipline encompasses a range of topics, from face-to-face conversation to mass media outlets. Students who major in communications can pursue a fascinating range of top earning positions in media, the arts, marketing, public relations, journalism, and many other industries.

CAREERS FOR COMMUNICATION MAJORS

Communications is recognized as an extraordinarily diverse and flexible field of study in that a background in communications can support careers in everything from advertising to the arts. A background in communications is highly regarded in business, marketing, education, politics, and public relations, as the ability to develop a targeted message and deliver it effectively is fundamental to success in these fields. Further, the globalization of business in a world that has been brought closer together through the accessibility and immediacy of electronic communications, have made cross-cultural and multi-linguistic communications skills more prized than ever.

Professionals skilled in communications understand the many ways in which humans develop, collect, disseminate, and transfer information. They can effectively express ideas and argue points, and they understand the diversity of communications practices. Whether they are maintaining interpersonal relationships, disseminating information to an audience, providing leadership for groups and organizations, or fulfilling the responsibilities of public citizenship, professionals who possess a high level of competence in communications are beneficial to their employers, members of their professional team, and certainly to the clients or customers they serve. Because of the sheer expanse of this field, the study of communications serves as a suitable foundation for a myriad of careers in a wide range of fields:

Public Relations	Professionals in public relations are focused on managing the public image of a person or organization. Therefore, they must possess excellent oral and written communications skills and the theories of persuasion.	Communications Editors, Media Relations Managers, Public Relations Account Coordinators
Marketing/ Advertising	Advertising and marketing serve as channels of communications for informing, persuading, and reminding consumers about products, services, and brands. Therefore, communications in marketing and advertising is used to reinforce experiences, remind consumers about their needs, and convince them to make specific decisions.	Brand Managers, Event Planners/Managers, Market Researchers, Account Managers
Journalism/ Electronic Media/ Broadcasting	Clear and accurate communication and superb writing skills are at the heart of media and broadcasting fields.	Proofreaders, Editors, Reporters

Government/ Politics	Communications serves as the basis for careers in government/politics, as professionals in this field must be able to articulate issues that challenge our systems of government and develop a rapport with the public.	Lobbyists, Campaign Managers
Education	Communicating with students of any age is the core of the education profession. Without strong oral and written communications skills, the educational process fails.	Educational Administrator, Admissions Counselor
Social and Human Services	Professionals in social and human services, including social workers, counselors, and similar professionals, must be effective communicators and possess a clear understanding of the social process as to inspire change.	Social Worker, Therapist, Counselor
Business	Clear and effective communications plays a vital role in the functioning of any organization, government, or business. Our increasingly connected world requires professionals who can communicate ideas, concepts, and philosophies to others through virtually any format.	Recruiters, Human Resources Assistants
International Relations and Negotiations	Professionals in international relations and negotiations understand that globalization—interacting across multiple cultures—relies on effective and efficient communications.	Translators, International Business Consultants, Advisors
Law	The foundation of law involves establishing meaning and persuading others through language. Law professionals are, at their core, superb communicators.	Mediation/Negotiation Specialists, Lawyers, Defenders
Healthcare	Communication is essential for professionals in the healthcare field. Strong communication skills provide healthcare workers with the tools necessary to provide treatment, education, and patient care for their clients and maintain confidence and trust with their clients, clients' families, and other healthcare providers.	Patient Care Coordinator, Clinical Coordinator, Administrative Assistant

WHERE TO BEGIN YOUR CAREER AFTER GETTING YOUR COMMUNICATIONS DEGREE

Not every field benefits significantly from taking advantage of internship opportunities, but communications is definitely one of those disciplines where a good internship or volunteer opportunity can land you a job early on. Here are some common types of internships for communications majors:

- Management Trainee | Marketing and Communications Intern
- Social Media Management Intern | Data Entry Intern | Content Development Intern

Online Resources:

[Butler University Strategic Communication Internships](#)

[Butler University CCOMM Internships](#)

[Butler University Volunteer Center](#)

[Internship & Career Services: Guide to Professional Success PDF](#)

[Best Jobs For Communications Majors \(payscale.com\)](#)

[Entry Level Job Guide for Communications Majors \(onedayonejob.com\)](#)

[Top 10 Jobs for Communications Majors \(thebalancecareers.com\)](#)

[Communications Remote, Part-Time, & Freelance Jobs \(flexjobs.com\)](#)

[Indiana Communication Internships \(indianaintern.net\)](#)