

PATHWAYS TO CAREERS IN COMMUNICATION

CAREERS IN JOURNALISM

(Print or Electronic)

- Editor
- News Service Researcher
- Advertising Copywriter
- News Supervisor
- Newscaster
- Writer
- Publisher
- Production Assistant/Editor
- Reporter
- Sales Promotion Writer
- Editorial Assistant/Agent
- General News Manager
- Sports Information Director
- Manager of Corporate Information
- Medical Editor
- Talk Show Host
- News Manager

CAREERS IN PUBLIC RELATIONS

- Account Executive
- Advertising
- Audience Analyst
- Corporate Public Affairs
- Creative Director
- Development Officer
- Lobbyist
- Marketing Specialist
- Media Analyst

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- Media Planner
- News Writer
- Public Opinion Researcher
- Publicity Manager
- Sale Manager
- Special Events Coordinator
- Specialist
- Telemarketing Specialist

CAREERS IN ADVERTISING/ MARKETING/SALES

- Account Executive/Manager
- Advertising Copywriter
- Manufacturer's Representative
- Advertising Director
- Market Analyst/Specialist
- Advertising Manager
- Representative/Executive
- Media Buyer
- Audience Analyst

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- Media Planner/Buyer
- Media Sales Representative
- Buyer
- Campaign Manager
- News Writer
- Communication Technology
- Presenter
- Copy Writer

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- Press Agent
- Corporate Public Affairs
- Promotions Manager
- Public Opinion Researcher
- Creative Director
- Public Researcher
- Customer Sales Representative
- Publicity Manager
- Development Officer
- Real Estate
- Retail
- Fund Raiser
- Sales Manager

CAREERS IN EDUCATION

- Alumni Officer
- Audiovisual Specialist
- College of University Professor
- Director of College News
- Drama Coach
- Drama Director
- Education Researcher
- Education Administrator
- Educational Fundraiser
- Educational Tester
- Forensics/Debate Coach
- High School Speech Teacher
- Speech Counselor
- Speech Communication Department Chairperson

With additional training degrees in Communication also provide pathways to:

- Careers in Service and Management
- Research
- Health Care
- Social and Human Services
- Government Politics
- High Technology Industries
- International Relations and Negotiations
- Labor Relations
- Law