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
(continued on next column)

CAREERS IN ADVERTISING/ MARKETING/SALES
• Media Planner
• News Writer
• Public Opinion Researcher
• Publicity Manager
• Sale Manager
• Special Events Coordinator
• Specialist
• Telemarketing Specialist

CAREERS IN JOURNALISM
(Print or Electronic)
• 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