



What can I do with a major in

Communication and Media Studies?

Overview

- The communication faculty and students at St. Norbert College study the uniquely human ability to create, use and abuse symbols. The communication faculty and students engage in a cooperative learning approach to gain an understanding of the nature and function of spoken and written language within personal and mediated contexts. An integral part of the communication curricula is to trace the historical theoretical development and contemporary applications of myriad human symbol systems.

Career Titles

▪ Academic Advisor	▪ Fact Checker	▪ Photojournalist
▪ Account Executive	▪ Fashion Merchandiser	▪ Political Analyst
▪ Actor	▪ Film Tape Librarian	▪ Political Campaign Worker
▪ Admissions Counselor	▪ Flight Attendant	▪ Press Secretary
▪ Advertising Account Executive	▪ Foreign Correspondent	▪ Producer
▪ Alumni Relations Coordinator	▪ Foreign Service Officer	▪ Production Assistant
▪ Announcer	▪ Fundraiser	▪ Program Director
▪ Arbitrator	▪ Government Relations Specialist	▪ Promotion Manager
▪ Art Director	▪ Graphic Design Specialist	▪ Proofreader
▪ Artist	▪ Graphic Designer	▪ Public Information Officer
▪ Audio/ Visual Specialist	▪ Greeting Card Writer	▪ Public Relations Specialist
▪ Biographer	▪ Guidance Counselor	▪ Publications Editor
▪ Broadcaster	▪ Hospitality Manger	▪ Publicist
▪ Buyer	▪ Hotel Manager	▪ Publicity Director
▪ Cable Programmer	▪ Housing And Student Life Coordinator	▪ Publisher
▪ Camera Operator	▪ Human Resources Manager	▪ Radio/TV Announcer
▪ Camp Counselor	▪ Industrial & Labor Relations Specialist	▪ Recreation Coordinator
▪ Campaign Manager	▪ Insurance Agent/Broker	▪ Recruiter
▪ Career Counselor	▪ Intercultural Communications Specialist	▪ Reporter
▪ Chamber of Commerce Director	▪ International Student Advisor	▪ Research Assistant
▪ Cinematographer	▪ Interviewer	▪ Researcher
▪ Circulation Director	▪ Journalist	▪ Restaurant Manager
▪ Claims Adjuster/Examiner	▪ Lawyer	▪ Retail Manager
▪ Columnist	▪ Legal Assistant	▪ Sales Manager
▪ Communications Specialist	▪ Librarian	▪ Sales Representative
▪ Community Affairs Director	▪ Lighting Technician	▪ Scriptwriter
▪ Community Relations Specialist	▪ Lobbyist	▪ Sound Effects Technician
▪ Conference Planner	▪ Management Trainee	▪ Special Events Coordinator
▪ Consultant	▪ Market Research Analyst	▪ Speech Writer
▪ Consumer Advocate	▪ Marketing Director	▪ Sportscaster
▪ Convention Organizer	▪ Media Analyst	▪ Station Programmer
▪ Copy Editor	▪ Media Buyer	▪ Student Services Specialist
▪ Copywriter	▪ Media Consultant	▪ Study Abroad Advisor
▪ Corporate Communications Specialist	▪ Media Critic	▪ Teacher

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▪ Corporate Recruiter	▪ Media Planner	▪ Technical Director
▪ Corporate Trainer	▪ Media Production Specialist	▪ Technical Writer
▪ Counselor	▪ Media Relations Director	▪ Television Writer
▪ Critic	▪ Media Specialist	▪ Tour Guide
▪ Customer Service Representative	▪ Mediator	▪ Traffic Manager
▪ Development Officer	▪ Negotiator	▪ Translator
▪ Director	▪ News Analyst	▪ Travel Agent
▪ Director of Communication and Design	▪ News Anchor	▪ Video Producer
▪ Disc Jockey	▪ News Director	▪ Videographer
▪ Editor	▪ News Editor	▪ Volunteer Coordinator
▪ Elected Official	▪ News Photographer	▪ Web Designer
▪ Entertainment Agent	▪ Paralegal	▪ Web Editor
▪ Events Planner	▪ Photographer	▪ Writer

Employers

▪ Advertising Agencies	▪ Health Care Facilities	▪ News & Information Offices
▪ Arts Councils	▪ Health Organizations	▪ Newspapers
▪ Associated Press	▪ Hospices	▪ Non-Profit Organizations
▪ Boards of Education	▪ Hospitals	▪ Nursing Homes
▪ Book Publishers	▪ Human Resources Departments	▪ Pharmaceutical Companies
▪ Cable Systems	▪ Independent Production Companies	▪ Photo Studios
▪ Chambers of Commerce	▪ Industry Film Producers	▪ Political Organizations
▪ College & Universities	▪ Investment Firms	▪ Professional Associations
▪ Community Organizations	▪ Labor Unions	▪ Public Relations Firms
▪ Consulting Firms	▪ Law Firms	▪ Publishing Companies
▪ Corporate Communications Offices	▪ Libraries/Museums	▪ Radio Stations
▪ Cultural Affairs	▪ Lobby Organizations	▪ Retail Stores
▪ Department of Labor	▪ Local, State, & Federal Government	▪ Telecommunications Firms
▪ Educational Organizations	▪ Magazines	▪ Television Stations
▪ Entertainment Firms	▪ Management/Consulting Firms	▪ Theatres
▪ Film Studios	▪ Market Research Firms	▪ Trade Associations
▪ Financial Institutions	▪ Marketing Departments	▪ Video Production Companies
▪ Government Agencies		

Skills

▪ Ability to write clearly	▪ Demonstrate talent, persistence, assertiveness, competitive spirit and enthusiasm	▪ Problem solving
▪ Attention to details	▪ Effective speaking skills	▪ Relates to others from varying backgrounds
▪ Become knowledgeable of other cultures, languages, institutions--an ability to analyze across cultural or national lines	▪ Evaluate ideas and presentation	▪ Reporting and editing skills
▪ Capacity to mesmerize an audience	▪ Excellent interpersonal skills	▪ Sees the world from the perspective of other individuals and other cultures

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<ul style="list-style-type: none"> Communicate and elaborate with individuals and groups Communicates diplomatically Compare and contrast evidence 	<ul style="list-style-type: none"> Expresses thoughts, ideas, and opinions clearly and persuasively Gather information and data Generate ideas 	<ul style="list-style-type: none"> Strong intercultural understanding Synthesizing information Transform complex subject matter into something that is easily understood
<ul style="list-style-type: none"> Create entertaining and persuasive messages Create powerful images with sight, sound, motion and words Critical thinking skills Cultural sensitivity when communicating with people of other cultures Demonstrate creativity and artistic expression 	<ul style="list-style-type: none"> Influential/persuasion skills Interpretation skills Measure media effects Possesses command of the English language Present specific viewpoints 	<ul style="list-style-type: none"> Understand institutional and cultural values Understand many points of view Utilizes computers Work independently or in teams Works well under pressure to meet deadlines

Salary

NACE (National Association of Colleges and Employers) Summer 2010 Salary Survey Average Offers:
 ▪ **Communications Bachelor's Degree: \$37,901**

The job titles and employers listed below are a sample of the results from the annual St. Norbert College Career Services graduate follow-up survey for the Classes of 2003-2007.

Graduate Information: Job Titles

<ul style="list-style-type: none"> 2nd Lieutenant Account Executive Account Manager Account Representative Accounts Manager Administrative Assistant Admissions Advisor Advertising Account Executive Advertising Manager Assistant Director of Admission Assistant Technology Director Assistant to Financial Manager Associate Researcher Behavior Management Specialist Billing and Enrollment Specialist Bookseller Brand Sales Associate Business Account Executive Business Consultant Business Development Associate 	<ul style="list-style-type: none"> Customer Service Manager Customer Service Representative Customer Service Specialist Director of Development Director of Media Relations Division Manager Editor Employee Services Specialist Event Coordinator Field Service Representative Field Technician Financial Aid Advisor Front Office Agent Graphic Designer Hall Director Human Resource Systems Coordinator Inside Sales International Education Officer Junior Associate Legislative Aide 	<ul style="list-style-type: none"> Pharmaceutical Sales Representative Photographer Placement Coordinator Post Production Artist Producer Project Coordinator Project Manager Property Damage Claims Adjuster Regional District Manager Registrar – Document Specialist Reporter/Copy Editor Residential Education Director Sales Account Executive Sales Assistant Sales Associate Sales Consultant Sales Counselor Sales Representative Staffing Agent Staffing Linguistic Specialist
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▪ Cadet	▪ Management Trainee	▪ Study Abroad Advisor
▪ Candidate Relation Specialist	▪ Marketing Assistant	▪ Study Coordinator
▪ Career Trainer	▪ Marketing Consultant	▪ Teacher
▪ Claims Adjuster	▪ Marketing Coordinator	▪ Team Lead Supervisor
▪ Claims Specialist	▪ National Account Manager	▪ Technical Recruiter
▪ Clinical Support Specialist	▪ Online Specialist	▪ Transportation Planner
▪ Communications Coordinator	▪ Operating Engineer	▪ Transportation Sales
▪ Consumer Relations	▪ Patient Care Coordinator	▪ Videographer
▪ Personnel Producer	▪ Writer	

Graduate Information: Employers

▪ Actor's Theater of Louisville	▪ Green Bay Blizzard	▪ Shopko
▪ Adecco Staffing Agency	▪ Green Bay Press Gazette	▪ Skeffington Arms Hotel & Restaurant
▪ American Express	▪ Holy Family Memorial Hospital	▪ Smart Interactive Media
▪ American Imaging Management	▪ Humana	▪ Smith Barney
▪ American Intercontinental University	▪ Hyatt	▪ St. Norbert College
▪ Badger Wholesale, Inc.	▪ Illinois State Highway Authority	▪ St. Xavier University
▪ Balmoral Hotel	▪ Information Specialists Group	▪ Stellar Productions
▪ Barnes & Noble	▪ International Sports Management	▪ Sunny Acres Farm
▪ BelGioioso Cheese	▪ Johnson Controls	▪ Target
▪ Best Buy Corporate	▪ Jones Sign Company	▪ Texas Christian University
▪ Bridger Trail Video	▪ Keller Consulting	▪ Toys R' Us
▪ Bryant & Stratton College	▪ Kohler Company	▪ Trac Incorporated
▪ CareerBuilder.com	▪ LaForce	▪ Tri Star Title
▪ CBS 5	▪ LaSalle Network	▪ Tribune Company
▪ CH Robinson Worldwide	▪ Launch Film and Photography	▪ Truman State University
▪ Chicago City Council	▪ Lawrence University	▪ U.S. Army
▪ Chicago Software Association	▪ Leonard and Finco	▪ United Group Association
▪ CNH Capital	▪ Lifetouch	▪ United Heartland/Wellpoint
▪ Colorado Technical University	▪ Manpower	▪ United States Steel Corp.
▪ Copper Leaf Hotel	▪ Mazda North America	▪ UPS
▪ Dental Associates	▪ Medleh Group	▪ Venturi Staffing Partner
▪ Enterprise Rent-A-Car	▪ Outback Steakhouse	▪ Walt Disney World
▪ Environmental Monitoring Technology	▪ Pfizer	▪ Washington State University
▪ Festival Foods – Management	▪ Primerica Financial Services	▪ Waste Management
▪ First Trust Portfolios	▪ Quee Placement Services	▪ Wisconsin State Patrol
▪ Fox 11	▪ Round the Barn Theater at Amish	▪ Woodward Communications
▪ GE Healthcare	▪ Safe Freight Technology	▪ WTMJ
▪ Genex	▪ Schneider National	▪ Zolt Services Group
▪ Grand Geneva Resorts		



Career Library Resources

- Careers for Born Leaders & Other Decisive Types
 - Careers for Culture Lovers & Other Artsy Types
 - Careers for Extroverts & Other Gregarious Types
 - Careers for Persuasive Types & Others Who Won't Take No for an Answer
 - Careers in Advertising and Public Relations 2006 Edition
 - Careers in Communications
 - Careers in Communications and Entertainment
 - Ferguson's Careers in Focus-Advertising and Marketing
 - How to Get into Television, Radio and New Media
 - Peterson's Breaking Into Advertising-How to Market Yourself Like a Professional
 - The Princeton Review-Careers in Advertising
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For the most current information about Majoring in Communication and Media Studies from Career Services, including links regarding Alumni Profiles, Career Information, Professional Associations, and Jobs and Internships, please visit:

<http://www.snc.edu/career/students/majors/communication.html>