

*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
▪ Corporate Recruiter	▪ Media Planner	▪ Technical Director
▪ Corporate Trainer	▪ Media Production Specialist	▪ Technical Writer



OFFICE OF  
**CAREER & PROFESSIONAL**  
 DEVELOPMENT

▪ 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
▪ Communicate and elaborate with individuals and groups	▪ Expresses thoughts, ideas, and opinions clearly and persuasively	▪ Strong intercultural understanding
▪ Communicates diplomatically	▪ Gather information and data	▪ Synthesizing information



▪ Compare and contrast evidence	▪ Generate ideas	▪ Transform complex subject matter into something that is easily understood
▪ Create entertaining and persuasive messages	▪ Influential/persuasion skills	▪ Understand institutional and cultural values
▪ Create powerful images with sight, sound, motion and words	▪ Interpretation skills	▪ Understand many points of view
▪ Critical thinking skills	▪ Measure media effects	▪ Utilizes computers
▪ Cultural sensitivity when communicating with people of other cultures	▪ Possesses command of the English language	▪ Work independently or in teams
▪ Demonstrate creativity and artistic expression	▪ Present specific viewpoints	▪ Works well under pressure to meet deadlines

### Salary

NACE (National Association of Colleges and Employers) Summer 2012 Salary Survey Average Offers:  
 ▪ **Communications Bachelor's Degree: \$39,400**

**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 2003-2010.**

### Graduate Information: Job Titles

▪ 2nd Lieutenant	▪ Customer Service Representative	▪ Post Production Artist
▪ Account Executive	▪ Customer Service Specialist	▪ Pro Athlete
▪ Account Manager	▪ Director of Development	▪ Producer
▪ Account Representative	▪ Director of Media Relations	▪ Project Coordinator
▪ Accounts Manager	▪ Division Manager	▪ Project Manager
▪ Administrative Assistant	▪ Editor	▪ Property Damage Claims Adjuster
▪ Admissions Advisor	▪ Employee Services Specialist	• Provider Relations
▪ Advertising Account Executive	▪ Event Coordinator	• Public Relations Associate
▪ Advertising Manager	▪ Export Coordinator	▪ Regional District Manager
▪ Aquatic Coordinator	▪ Field Service Representative	▪ Registrar – Document Specialist
▪ Assistant Director of Admission	▪ Field Technician	▪ Reporter/Copy Editor
▪ Assistant Dir. for Alumni Communities	▪ Financial Aid Advisor	▪ Residential Education Director
▪ Assistant Technology Director	▪ Front Office Agent	▪ Sales Account Executive
▪ Assistant to Financial Manager	▪ Hall Director	▪ Sales Assistant
▪ Associate Researcher	▪ Human Resource Systems Coordinator	▪ Sales Associate
▪ Behavior Management Specialist	▪ Inside Sales Representative	▪ Sales Consultant
▪ Billing and Enrollment Specialist	▪ International Education Officer	▪ Sales Counselor
▪ Bookseller	▪ Junior Associate	▪ Sales Promotion Coordinator
▪ Brand Sales Associate	▪ Legislative Aide	▪ Sales Representative
▪ Business Account Executive	▪ Management Trainee	▪ Staffing Agent
▪ Business Consultant	▪ Marketing Assistant	▪ Staffing Linguistic Specialist
▪ Business Development Associate	▪ Marketing Consultant	▪ Study Abroad Advisor
▪ Cadet	▪ Marketing Coordinator	▪ Study Coordinator
▪ Candidate Relation Specialist	▪ Music Director	▪ Teacher



OFFICE OF  
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 DEVELOPMENT

▪ Career Trainer	▪ National Account Manager	▪ Team Lead Supervisor
▪ Claims Adjuster	▪ Online Specialist	▪ Technical Recruiter
▪ Claims Specialist	▪ Operating Engineer	▪ Transportation Planner
▪ Clinical Support Specialist	▪ Patient Care Coordinator	▪ Transportation Sales
▪ Commercial Insurance Underwriter	▪ Personal Producer	▪ Videographer
▪ Communications Coordinator	▪ Pharmaceutical Sales Representative	▪ Writer
▪ Consumer Relations	▪ Photographer	
▪ Customer Service Manager	▪ Placement Coordinator	

**Graduate Information: Employers**

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