WHAT CAN I DO WITH A MAJOR IN ...

VISUAL & PERFORMING ARTS: COMMUNICATION

This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

DESCRIPTION OF COMMUNICATION

According to the National Communication Association, “Communications focuses on how people use messages to generate meanings within and across various contexts, and is the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.”1 With a concentration in Communication, you should expect to develop outstanding skills in critical analysis, written and oral communication, cultural and environmental awareness, and ethical communication. With a bachelor’s degree in Visual & Performing Arts, you can pursue entry level positions in business, entertainment, public service, journalism, technical writing, education, and public relations (just to name a few). Likewise, you can continue your education in graduate programs to study business, law, administration, government, medicine, or any number of fields in the social sciences and humanities. It is important to identify an area of interest and take the initiative to develop the appropriate skills, experience, and credentials to enter your chosen field.

MARKETABLE SKILLS

- Communication—Ability to express thoughts and ideas clearly and professionally to diverse audiences
- Creative Problem Solving—Ability to view problems in multiple ways and generate unique solutions
- Research—Ability to analyze and gather information from a variety of sources
- Interpersonal—Ability to communicate effectively with people from various backgrounds

POSSIBLE INTERNSHIPS


POSSIBLE JOB TITLES

<table>
<thead>
<tr>
<th>Account Executive</th>
<th>Event Coordinator</th>
<th>Operations Manager</th>
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<tbody>
<tr>
<td>Alumni Coordinator</td>
<td>Grant Writer</td>
<td>Patient Rights Advocate</td>
</tr>
<tr>
<td>Author</td>
<td>Human Resources Manager</td>
<td>Politician</td>
</tr>
<tr>
<td>Career Counselor</td>
<td>Instructional Designer</td>
<td>Public Affairs Director</td>
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<tr>
<td>Communications Consultant</td>
<td>International Relations Officer</td>
<td>Public Relations Specialist</td>
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<tr>
<td>Community Outreach Director</td>
<td>Interpreter / Translator</td>
<td>Publicist</td>
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<tr>
<td>Copywriter</td>
<td>Journalist</td>
<td>Real Estate Agent</td>
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<tr>
<td>Diversity Consultant</td>
<td>Lawyer</td>
<td>Teacher</td>
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<tr>
<td>Editorial Assistant</td>
<td>Lobbyist</td>
<td>Training Specialist</td>
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<tr>
<td>Entertainment Agent</td>
<td>Market Researcher</td>
<td>University Administrator</td>
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### POSSIBLE EMPLOYERS

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<thead>
<tr>
<th>A. Larry Ross Communications</th>
<th>Federal Government</th>
<th>Southwest Airlines</th>
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<tbody>
<tr>
<td>Aetna Inc.</td>
<td>Frontier Communications</td>
<td>State Farm</td>
</tr>
<tr>
<td>AmeriCorps</td>
<td>FUNimation Entertainment</td>
<td>The Center for American and International Law</td>
</tr>
<tr>
<td>AMS Pictures</td>
<td>JCP Media Inc.</td>
<td>The Dallas Morning News</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>NBC Universal</td>
<td>The Marketing Arm</td>
</tr>
<tr>
<td>Audubon Texas</td>
<td>North Texas Public Broadcasting, Inc.</td>
<td>The Power Group</td>
</tr>
<tr>
<td>Brown Books Publishing Group</td>
<td>Nunez PR Group</td>
<td>Time Warner Cable</td>
</tr>
<tr>
<td>CBRE Group</td>
<td>Pioneer Natural Resources USA</td>
<td>Under Armour</td>
</tr>
<tr>
<td>Cinemark USA, Inc.</td>
<td>Poo-Pourri</td>
<td>United Nations</td>
</tr>
<tr>
<td>City of Dallas</td>
<td>Richards Group</td>
<td>UT Dallas</td>
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<td>Dallas Business Journal</td>
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### EMPLOYMENT WEBSITES

- CometCareers
- GettingHired
- Indeed.com
- Idealist.org
- USAJobs.gov
- Bridgespan Nonprofit Job Board
- LinkedIn.com – Recent Graduates
- Media Bistro
- PR Crossing
- PRSA Job Center

### PROFESSIONAL INDUSTRY RESOURCES

- Association of American Publishers
- Association of Women in Communications
- Association of Writers and Writing Programs
- Creative Organizations in DFW
- International Assoc. of Business Communicators
- National Communication Association
- Public Relations Society of America
- Society for Technical Communication

### RESEARCHING JOB TITLES & CAREERS

- Careeronestop
- Employers of Communications Majors
- Federal Occupations by College Major
- O*Net
- Occupational Outlook Handbook
- Quintessential Careers

### STUDENT ORGANIZATIONS / CAMPUS RESOURCES

- Alpha Phi Omega
- Club Improv
- Feather Guns - UTD Creative Writing
- Military and Veteran Center
- Pride at UTD
- Society for Human Resource Management
- Student Government
- Student Leadership Programs
- Student Media
- Student Union & Activities Advisory Board [SUAAB]

### CAREER READINESS – CORE COMPETENCIES EMPLOYERS SEEK

*Career readiness* is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace. Take time to intentionally develop and demonstrate these competencies in your classes, projects, volunteerism, campus involvement, PT jobs and internships.

- Critical Thinking/Problem Solving
- Oral/Written Communication
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency