

# Business Communication



Career Pathways

## School of Design

### Overview:

The degree in Business Communication provides students with a wide range of skills from writing and designing to public relations and marketing. Courses are offered in intercultural communication, management, marketing, video and design fundamentals, conflict and negotiation, advertising, and journalism. A major in Business Communication prepares students to be effective communicators in a wide variety of industries.

### Acquired Skills MOST Valued by Employers:

- Apply Principles of Publication Design/Layout
- Utilize IT via Word Processing, Spreadsheets, and Presentation Software
- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency

### Common Pathways:

- Advertising account manager
- Public relations director
- Event Management
- Magazine Writer
- Entrepreneur
- Journalist or editor
- Media representative
- Publisher
- Sales
- Marketing
- Project Management
- Program Coordination
- Customer Care

*Please note that some of these pathways require an advanced post bachelor's degree*

### Common Industries:

- Product and service organizations
- Retail stores
- Hotels
- Restaurants
- Manufacturers
- Banks and financial institutions
- Insurance companies
- Hospitals and other healthcare organizations
- Print and electronic media
- Real estate agencies
- Consulting firms
- Research firms
- Private corporations
- Public relations firms
- Advertising agencies
- Radio and television companies
- Public opinion research firms
- Sports and entertainment organizations
- Government agencies

### Sample of Employers of Stevenson University students:

- Agora Publishing
- Arthur Bell and Associates
- Baltimore Business
- Cystic Fibrosis Foundation
- Eventi Planning
- FieldTurf
- Freire Charter School
- Harvey
- Help-U-Sell Real Estate
- Horseshoe Casino
- Merriweather Post Pavilion
- MLC Designs
- Pulmonary Hypertension Association
- Q Marketing and Design
- Smartlink
- Strayer University
- Sustain Creativity
- Toyota Financial Services
- US Army
- US Lacrosse
- Walt Disney World
- Wells Fargo

## Internship Sites for Stevenson Students:

### Event & Sports Management

- Elite Tournaments – Event planning
- Naval Academy Sports – Sports marketing and events
- Port Discovery – Marketing and Events
- STX – Event promotion
- 1840s Plaza – Event planning and marketing
- Jewish Community Center of Greater Baltimore – Event planning
- Maryland Film Festival – Event organizing
- Eventi Planning – Event planning and marketing
- Merkle, Inc. – Event planning
- Vintage Ivy Events – Event planning
- Ulman Cancer Fund – Event planning
- Clear Channel Media and Entertainment – Promotions
- Baltimore Blast soccer – video and marketing
- Groundwire Records
- Music marketing
- Magazine and press work

### Radio & Television

- 98 Rock Radio – Promotions
- CBS Baltimore
- CBS Radio – Marketing and promotions
- Maryland Public Television - Programming
- WBAL-TV – News production
- WXCY-FM Radio – Promotions
- WYPR Radio – Programming

### Public Relations

- Baltimore Office of Promotion and the Arts - Event promotion & Organizing
- Cap City Home Remodeling – Promotions and trade shows

- Cystic Fibrosis Foundation – Outreach and event planning
- Edie Brown and Associates Public Relations
- Stevenson University – Public relations and marketing

### Publications & Advertising

- Baltimore Business Journal
- Baltimore Research – Market research
- Danko Arlington, Inc. – Proposals writing
- Inside Lacrosse
- Junior Achievement USA - Education
- MGH Advertising – Advertising
- Restoration Industry Association – Magazine writing
- Stevenson Business Communication – Research and development

### Marketing, Management & Customer Service

- American Pool Enterprises – Marketing and human resources
- Baltimore Symphony Orchestra – Marketing
- Keller-Williams Realty Centre – Real estate
- Management Force – Product line oversight and marketing
- Paper Source – Window and store design
- Sodexo – Marketing and customer service
- The Girlfriend Group Companies – Web and media management
- Treasured Motorcar Services – Marketing and customer service

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## An Employer's Perspective:

Writing and presentation skills in addition to interdisciplinary education goes a long way in this industry. The ability to work in teams collaborating with multiple departments and translating complex terminology into concise simple to understand terms is a skill highly valued in this industry. Creativity and problem solving in an agile environment is important.

## Salaries:

Salaries are dependent upon the industry, level of position, and geographical region. A few good resource for researching salaries of specific jobs within this particular industry are [www.salary.com](http://www.salary.com) and [www.payscale.com](http://www.payscale.com).

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