

Business Communication



Career Pathways

School of Design

Overview:

The Business Communication program provides students with the powerful skills and communication strategies necessary to build brands and tell the stories of individuals and organizations. Students gain skills necessary to work with creative teams in any organization. In this integrated major, students earn a strategic communication degree designed for success in fields such as public relations, social media management, and event planning. With specialized courses in communication, business, writing, and design, students are equipped to succeed in a diverse and dynamic industries.

Acquired Skills MOST Valued by Employers:

- Build Brands and Create Messages across Media Platforms
- Tell Stories, Shape Perceptions, and Influence
- Utilize Adobe Creative Suite for Design and Layout
- Career & Self Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

Common Pathways:

- Marketing/Design Account Manager
- Public Relations Specialist
- Social Media Coordinator
- Event Planner
- Event Coordinator
- Corporate Communications
- Sports Communication
- Advertising
- Community Relations
- Web Content Writer/Blogger
- Journalist/Writer
- Magazine Writer

Common Industries:

- Public relations firms
- Advertising agencies
- Sports and entertainment organizations
- Print and electronic media
- Hotels/hospitality industry
- Hospitals and other healthcare organizations
- Real estate agencies
- Digital marketing companies
- Event consulting firms
- Project management firms
- Radio and television companies
- Market research firms
- Human resources departments
- Government agencies
- Social and community service management
- College administration/student services

Sample of Employers of Stevenson University Students:

- Agora Publishing
- Baltimore Business Journal
- Baltimore Orioles
- Business Volunteers Maryland
- CareFirst Blue Cross/Blue Shield
- Cystic Fibrosis Foundation
- Discovery Communications
- Edie Brown & Associates
- Federal Investment Trust
- Girl's Life Magazine
- Gramercy Mansion
- LIVEstrong
- Maryland Center for Innovation
- Maryland Public Television
- The Modell Lyric
- National Football League
- Office of Naval Intelligence
- Profiles PR
- T. Rowe Price
- University of MD/St. Joseph Medical Center
- US Lacrosse
- Walt Disney World
- Wells Fargo

Internship Sites for Stevenson Students:

Public Relations/Event Planning:

- 1840s Plaza- Event planning and marketing
- Baltimore Office of Promotion and the Arts
- Cap City Home Remodeling- Promotions/trade shows
- Clear Channel Media and Entertainment- Promotions
- Cystic Fibrosis Foundation- Outreach/event planning
- Edie Brown and Associates- Public Relations
- EnviroEvents- Sustainable event planning
- Event Planning – Event planning and marketing
- Gramercy Mansion- Special events
- Maryland Film Festival- Event Organizing
- Original Travel (London)

Radio/Television/Entertainment:

- 98 Rock Radio – Promotions
- BET- Production
- CBS Radio – Marketing and promotions
- Maryland Public Television - Programming
- WBAL-TV – News production
- WJZ-TV- Reporting and programming
- WXCY-FM Radio – Promotions
- WYPR Radio – Programming

Sports:

- Baltimore Blast Soccer- Video and marketing
- Baltimore Orioles- Advertising and management
- Baltimore Ravens- Promotions and marketing

- Chesapeake Bayhawks- Professional lacrosse
- Inside Lacrosse Magazine- Event management
- Naval Academy- Sports marketing and events
- STX- Event promotion

Publications & Advertising:

- Baltimore Business Journal- Advertising sales
- Baltimore Research – Market research
- Baltimore Style! Magazine
- Baltimore Sun- Reporting/Marketing
- Bancroft Press- Publishing
- Danko Arlington, Inc. – Proposal writing
- GKV – Advertising and branding
- Junior Achievement USA - Education
- MGH Advertising – Advertising

Marketing and Management:

- Baltimore Symphony Orchestra – Marketing
- Discovery Communications- Human resources
- Keller-Williams Realty Centre – Real estate
- Management Force – Product line oversight
- Maryland School for the Blind- Development
- Maryland Zoo at Baltimore
- Port Discovery- Marketing management
- Sodexo – Marketing and customer service
- Style Radio- Marketing

Graduate Schools Attended by Stevenson Alumni:

- Duquesne University
- Georgetown University
- George Washington University Law School
- Johns Hopkins University
- Loyola University of Maryland
- Michigan State University Law School
- New Mexico State University
- Stevenson University
- University of Delaware
- University of Maryland

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 resources for researching salaries of specific jobs within this particular industry are www.salary.com and www.payscale.com.

