

Communication Studies



Career Pathways

School of Design

Overview:

The Communication Studies major offers students an opportunity to gain the critical skills that every organization needs. Students learn to create and sustain relationships, influence others, and build lasting connections that lead to rewarding careers. In this major, students are taught to communicate sensitively and competently as global citizens and are prepared for careers that require helping, relationship building, or influencing. Students will be empowered to challenge assumptions, serve as change agents, and gain the skills necessary to advocate for themselves and for others through the power of public discourse.

Acquired Skills MOST Valued by Employers:

- Build Relationships
- Bridge Gaps in Understanding through Listening and Empathy
- Analyze Communication Contexts
- Create Competent Message for All Interactions
- Career & Self Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

Common Pathways:

- Brand Ambassador
- Cultural Advisor/Liaison
- Communication Coordinator/Officer
- Director of Client Relations
- International Relations and Negotiations
- Lobbyist
- Campaign Manager
- Patient/Client Advocate
- Training/Development Specialist
- Human Resources
- Recreation/Tourism Management
- Client or Customer Relations
- Hospitality

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

Common Industries:

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

Internship Sites for Stevenson Students:

- Ed Block Courage Award Foundation
 - Ulman Foundation
 - Local Politician: Congressman Dutch Ruppersberger
 - Enterprise Rent-A-Car
 - Factuality, LLC
 - CareFirst BlueCross BlueShield
 - Department of Community Relations
 - Junior Achievement of Central Maryland
 - Grow & Fortify
 - Stevenson University, Office of University Advancement
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Selected Graduate School Pathways:

- Ph.D./MS in Communication
- MS in Social Work
- Law School
- 4+1 with SUO programs in Communication Studies

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 and 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.

