

CAREERS IN... BUSINESS AND ORGANIZATIONAL COMMUNICATION



WHAT CAN I DO WITH A DEGREE IN BUSINESS AND ORGANIZATIONAL COMMUNICATION?

The communication field offers a wide range of career opportunities. Graduates enjoy careers in television programming and operations, television or radio broadcasting, news reporting and editing, public relations, publicity, media relations, special events planning, corporate or industrial communications and more. Serving as advocates for businesses, hospitals, nonprofit organizations, universities and other institutions, public relations specialists perform a variety of duties. One of their primary responsibilities is informing the general public, interest groups and stockholders of an organization's policies, activities and accomplishments. They also keep management aware of public attitudes and concerns. They prepare press releases and contact members of the media who might be interested in the material. Public relations managers oversee the specialists' work. They often specialize in a particular area, such as crisis management, or in a certain industry, such as health care.

At The University of Akron, you can study a wide variety of communication arts: from interpersonal and organizational communication to mass media, including print and broadcast journalism. You will take courses not only in your specialization, but also in each of the communication fields, giving you a solid education. The University offers Bachelor of Arts degrees in business and organizational communication, interpersonal and public communication, and mass-media communication. For more information visit the School of Communications website at: <http://www.uakron.edu/colleges/faa/schools/comm.php>.

AREAS OF SPECIALIZATION

- Mass Media
- Print Media
- Electronic Media
- Mass Communication Media

REQUIRED SKILLS

- Clear diction
- Effective use of language
- Solve problems and make decisions
- Develop creativity and initiative
- Read accurately and analytically
- Proficiency in written and oral communication
- Meet deadlines and work under pressure
- Good listening, clarifying, questioning and responding skills

COMPANIES THAT HIRE

- Newspapers
- Publishers
- Radio
- Marketing and Advertising Agencies
- TV Stations
- Film Studios

PROFESSIONAL ORGANIZATIONS

- American Advertising Federation www.aaf.org
- National Association of Broadcasters www.nab.org
- National Communication Association www.natcom.org
- International Communication Association www.icahdq.org

JOB AND EARNING OUTLOOK

According to the Bureau of Labor Statistics competition will be high during the next few years. Employment for news reporters, analysts and correspondents is expected to grow at a slower than average rate; however, rapid growth is expected in new media areas, such as online newspapers and magazines. Although employment growth rates are expected to be better, public relations professionals also will note stiff competition as the supply of qualified people exceeds the demand.

According to the *National Association of Colleges and Employers*, beginning salary offers in Spring 2007 averaged \$34,143 annually for bachelor's degree recipients in organizational communication. According to the Occupational Outlook Handbook, the average annual income for communication graduates varied greatly, depending on such factors as geographic location, position, experience and size of audience. News reporters, analysts and correspondents in radio and television broadcast earned about \$33,320. Those working at newspapers earned \$29,090. In the corporate world, public relations specialists were paid \$41,710, while managers earned \$60,640.

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ZIPPY MASCOT

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OBJECTIVE

To obtain an internship in the field of public relations or marketing that will enhance my personal growth.

EDUCATION

The University of Akron

Akron, OH

College of Fine and Applied Arts, School of Communication

Bachelor of Arts, Business and Organizational Communication

Expected May 2007

- Cumulative GPA 3.5/4.0
- Dean's List (five times)

RELEVANT COURSE WORK

Public Relations Writing

Marketing Principles

Public Relations Strategies

Marketing Research

Public Relations Publications

Marketing Communications

Media Productions Techniques

Communication Research

RELATED EXPERIENCE

Intern, Public Relations/Marketing Department

May 2006-August 2006

National Adventures Magazine, Greentown, NC

- Developed entire public relations plan
- Developed media kit
- Made numerous media contacts
- Solicited advertising
- Managed philanthropic efforts

Student Equipment Manager

August 2005–Present

The University of Akron, Athletic Department, Akron, OH

- Inventory, maintain, and issue sports equipment
- Assist in event management
- Coordinate daily laundry duties
- Forecast future needs

Resident Assistant

August 2003-May 2005

The University of Akron, Office of Residential Life, Akron, OH

- Developed safety manual for residents
- Conducted and assisted in programs
- Supervised 50 students and facilities

COMPUTER SKILLS

PageMaker

Web Page Development

MS Excel

Publisher

Word Perfect

Desktop Publishing

MS PowerPoint

MS Word

HONORS and ACTIVITIES

Toastmaster's, Member

2004-Present

Golden Key Society

2004-Present

Sigma Alpha Epsilon Fraternity, Member

2003-Present

Honor's Program, Member

2003-Present