

CAREER OPPORTUNITIES FOR MARKETING COMMUNICATIONS MAJORS

If there is one question that career counselors and faculty advisors are asked more often than all others by students seeking assistance with career planning, it is this: *“What can I do with this major?”* An undergraduate student in the liberal arts and sciences is actually developing a broad array of skills that might be applied to any number of careers, rather than developing an in-depth expertise in just one area. Therefore, a better question to pose might be: *“What skills am I developing in my major, and how might I explore careers that would require these skills?”*

Study in the field of Marketing Communication offers a general education in humanities and skills in communication and analysis that are essential in most careers. These skills improve one’s chances of finding jobs in a wide variety of fields. A major in Marketing Communication prepares a student for work in communications, public relations, government and public service, sales, publishing, journalism, advertising, education, and business. Technical skills in software and multimedia provides additional opportunities.

SKILLS/ABILITIES

- ❖ Communicating verbally/nonverbally
- ❖ Writing and reading skills
- ❖ Synthesizing information
- ❖ Observing people/data/things
- ❖ Influencing and persuading skills
- ❖ Informing and explaining
- ❖ Applying persuasive skills in media
- ❖ Mediating and negotiating skills
- ❖ Defining skills
- ❖ Developing organizational skills
- ❖ Planning skills
- ❖ Self-expression
- ❖ Working as part of a team
- ❖ Working independently
- ❖ Ability to network
- ❖ Making decisions
- ❖ Attending to accuracy and accountability
- ❖ Designing projects
- ❖ Adapting ideas
- ❖ Developing programs and articles
- ❖ Generating ideas
- ❖ Evaluating situations
- ❖ Creativity
- ❖ Researching and analyzing skills
- ❖ Evaluating ideas and content of media
- ❖ Problem solving
- ❖ Gathering information and data
- ❖ Telling a good story
- ❖ Familiarity with technology (i.e. computerized newsroom, non-linear video editing, basic video shooting, etc.)
- ❖ Following a storyboard
- ❖ Creating a visual layout of ideas
- ❖ Attention to detail
- ❖ Working with deadlines
- ❖ Public speaking skills
- ❖ Strong interpersonal skills



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OCCUPATIONAL OPPORTUNITIES

The occupations in this list are only a sampling

- ❖ Direct Marketer
- ❖ Community Relations Director
- ❖ Press Representative
- ❖ Public Service Representative
- ❖ Program Planner
- ❖ Publicity Coordinator
- ❖ Consumer Public Relations
- ❖ University/College Relations
- ❖ Information Specialist
- ❖ Public Opinion Analyst
- ❖ Script Writer (Radio/TV)
- ❖ Announcer (Radio/TV)
- ❖ Field Service Director
- ❖ Lobbyist
- ❖ Translator
- ❖ Media Buyer
- ❖ Marketing Research Analyst
- ❖ Public Relations Specialist
- ❖ Telemarketer
- ❖ Account Manager
- ❖ Media Researcher
- ❖ Promotions Agent
- ❖ Copy Writer
- ❖ Sales Writer
- ❖ Marketing Designer
- ❖ Proofreader
- ❖ Advertising Manager
- ❖ Graphic Designer
- ❖ Computer Animator
- ❖ Management Trainee
- ❖ Marketing Assistant/Associate
- ❖ Marketplace Analyst
- ❖ Market Business Analyst
- ❖ In-house Publications Director
- ❖ Public Relations Writer
- ❖ Documents & Procedures Analyst
- ❖ Personnel
- ❖ Employment Recruiter
- ❖ Training & Development Supervisor
- ❖ Media Selector
- ❖ Buying agent
- ❖ Merchandiser
- ❖ Interviewer
- ❖ Booking Agent
- ❖ Acquisitions Editor
- ❖ Copy Editor
- ❖ Project Editor
- ❖ Sales Representative
- ❖ Copyright Specialist
- ❖ Advertising Executive
- ❖ Production Analyst
- ❖ Community Affairs Director
- ❖ Freelance Writer
- ❖ Institutional Writer
- ❖ Technical Writer
- ❖ Consultant
- ❖ Freelance Editor
- ❖ Institutional Editor
- ❖ Press Secretary
- ❖ Marketing Forecaster
- ❖ Reporter
- ❖ Columnist
- ❖ Marketing Creative Assistant
- ❖ Critic
- ❖ Educational Writer
- ❖ Media Specialist
- ❖ Media Librarian
- ❖ University Professor
- ❖ Speech Writer
- ❖ Lecturer
- ❖ Web Designer
- ❖ Marketing Writer



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RESEARCHING YOUR CAREER IDEAS

How do you find out what's out there?

Researching careers is a time-consuming, but necessary process. Waiting until graduation to start thinking about your career plans is as absurd as studying after you've taken your final exams.

1. Written and On-line Resources:

- ❖ Visit Career & Counseling Services' Career Resource Center
(located on the Ground Floor of East Hathorn Hall)
- ❖ Visit the Chalmer Davee Library
- ❖ Browse the Internet, such as Career & Counseling Services' Web Page
(www.uwrf.edu/ccs)

2. People Resources:

- ❖ Talk with Faculty and Alumni
- ❖ Join Professional Organizations
- ❖ Conduct Occupational Interviews
- ❖ Use Career & Counseling Services' "Career Information Network"
- ❖ Consult Employer Directories and the Yellow Pages



3. Obtain Direct Experience:

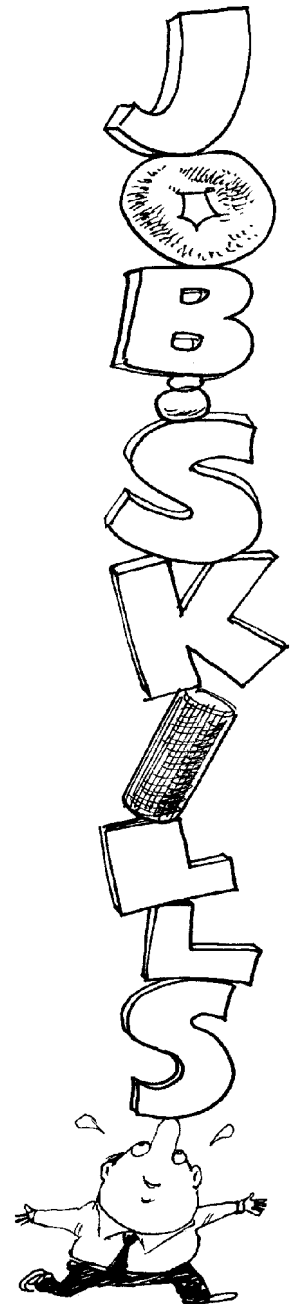
- ❖ Job Shadowing
- ❖ Volunteer or part-time work
- ❖ **Internships are essential!** Talk with your departmental faculty coordinator for internship information.

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Suggestions to Enhance Your Skills

- ❖ Acquire good computer and statistical skills.
- ❖ Obtain sales experience.
- ❖ Develop excellent communication skills and a high energy level.
- ❖ Acquire leadership experience.
- ❖ Consider earning an MBA.
- ❖ Develop strong research and writing skills.
- ❖ Perfect public speaking ability.
- ❖ Develop creativity, initiative.
- ❖ Join professional communications organizations.
- ❖ Create a portfolio of writing and projects showing originality and imagination for creative department.
- ❖ Become an effective team worker.
- ❖ Obtain telemarketing experience.
- ❖ Work at the Student Voice.
- ❖ Work at the campus television station.
- ❖ DJ for WRFW.
- ❖ Obtain a summer position with the Kansas City Chiefs.
- ❖ Work as a marketing intern.
- ❖ Join campus organizations and volunteer to do their marketing and advertising.
- ❖ Look for jobs in your department, and in the News Bureau, TV & Photo Services.



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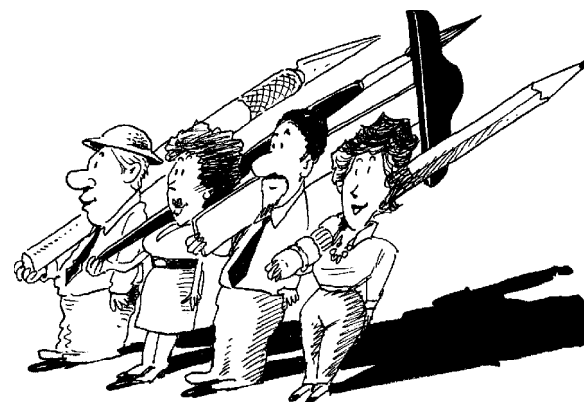
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CAREER RESOURCES FOR MARKETING COMMUNICATIONS MAJORS

**Career & Counseling Services' Career Resource Center
(Ground Floor, East Hathorn Hall)**

Career & Counseling Services' Career Resource Center is open every day from 8:00 AM to 4:30 PM; we are also open until 7:00 PM Thursday evenings. The following books in our Resource Center may be of particular interest to students majoring in Marketing Communications:

- ❖ Careers for Bookworms and Other Literary Types
- ❖ Careers for Writers and Others Who Have a Way With Words
- ❖ Careers for Film Buffs and other Hollywood Types
- ❖ Careers for High Energy People & Other Go-Getters
- ❖ Careers for Talkative Types & Others with the Gift of Gab
- ❖ Jobs for English Majors and Other Smart People
- ❖ Computer Graphics Career Handbook
- ❖ Career Choices for the 90's: English
- ❖ Career Choices for the 90's: Communication and Journalism
- ❖ Careers in Communications
- ❖ 100 Best Careers for Writers and Artists
- ❖ 100 Best Careers in Entertainment
- ❖ 100 Jobs in Words
- ❖ Careers in Business Communications
- ❖ Careers in Marketing
- ❖ Book Publishing Career Directory
- ❖ Opportunities in Writing Careers
- ❖ Opportunities in Technical Writing & Communication Careers
- ❖ Opportunities in Broadcasting Careers
- ❖ Opportunities in Publishing Careers
- ❖ Opportunities in Television and Video Careers
- ❖ Broadcast Journalism Internship Directory
- ❖ The National Directory of Internships
- ❖ Public Relations Careers
- ❖ Liberal Arts Jobs
- ❖ The GOLD Book
- ❖ 1987 Newspaper Career Directory
- ❖ 1987 Magazines Career Directory
- ❖ Career Smarts: Jobs with a Future
- ❖ Job Smarts Top 50 Careers
- ❖ Marketing and Sales Career Directory



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