What I Can Do With a Major In... COMMUNICATIONS

The Communications program gives students the theory and practice necessary to communicate effectively across appropriate channels in multiple environments. Rooted in the ancient traditions of oratory and rhetoric as well as modern social scientific research, Communications majors at Asbury can concentrate their studies in public relations, leadership, or international communications. Communications is the number one skill sought in job interviews, is vital for nearly every human interaction, and is relevant for a broad range of vocations. Minors are offered in Communications and in Public Relations.

Associated Job Titles:
- Press Agent
- Marketing Specialist/Manager
- Marketing Specialist/Manager
- Copywriter
- Corporate Public Affairs Specialist
- Media Production
- Media Analyst
- Public Relations Specialist
- Public Opinion Researcher
- Teacher
- Theatrical Performing Artist
- Commentator
- Arts Administrator
- Lawyer

Associated Skills:
- Ability to work productively
- Ability to work under pressure and deadlines
- Ability to read accurately and analytically
- Ability to relate to people of different backgrounds
- Ability to respond quickly and efficiently to unexpected circumstances
- Ability to solve problems and make decisions
- Good questioning, clarifying and listening skills
- Comprehensive command of grammar
- Can analyze, interpret, and appropriately convey events to others

Associated Personal Qualities:
- Enjoys oral and written communications
- Organized and notices details
- Creativity/Imagination
- Independence and Self-confidence
- Critical thinking
- Desires learning/Intellectual growth
- Poise and composure under close public scrutiny
- Integrity
- Versatility/Flexibility
- Friendly personality
- Comfortable working with diverse cultures

Career Library Resources:
- The Enhanced Guide for Occupational Exploration
- The Dictionary of Occupational Titles
- The Occupational Outlook Handbook
- FOCUS Computer Guidance System

Places To Contact For More Information:
- National Communication Association
  5105 Backlick Rd., Building E
  Annandale, VA. 22003
- Public Relations Society of America, Inc.
  33 Irving Place
  New York, NY 10003
- The Dow Jones Newspaper Fund, Inc.
  P.O. Box 300
  Princeton, NJ 08543

Websites To Visit:
- www.prweb.com
- www.prsa.org
- www.communicators.com
- www.tcg.org
- www.natcom.org
- www.dol.gov

Professors To Contact For More Information:
- Dr. Jim Owens, Chair
- Dr. Doug Walker, Acting Chair
- Asst. Professor Peter Kerr
- Dr. Steve Hillis
- Dr. Don Simmons

Nearby Employers:
- Host Communications Inc.
  546 E. Main St.  226-4678
- The Lane Report
  269 W. Main St.  244-3500
- Lexington Herald Leader
  100 Midland Ave.  231-3100
- Preston-Osborne
  450 Old East Vine St.  231-7711
- Charles Ryan Associates
  344 E. Main St 255-3681
- Baker Communications
  128 Reynolds Rd.  245-1100
- The Idea Farm
  116 N. First St (Danville) 236-3376

*Addresses listed are located in the Lexington, Kentucky area unless otherwise noted.

Alumni Contacts:
Schedule an appointment with Career Services to conduct a tailored search for alumni working in the fields associated with this major.

Note: For specific information concerning course requirements of this major, please pick up a major sheet at the Registrar’s Office located in the Administration building.

Information compiled by The Center for Career and Calling located on the second floor of Fletcher-Early, “Helping you S.O.A.R.!” ext. 2401 | careerandcalling@asbury.edu | www.asbury.edu/career