

# What Can I Do With This **Ohio State** Major?

Bachelor of Arts

## Communication

College Arts and Sciences

Education in Communication focuses on the relationships among the communicator (speaker, writer), the message (oral, written, electronic), the receiver (individual, group), the media, and the social and cultural environment in which communications take place. By studying these elements across various contexts, students develop an understanding of principles of communication, the strategies for analysis of communication problems and solutions, and tactics to communicate effectively. The program aims to produce graduates who have a broad knowledge of contemporary communication challenges and who are equipped to apply their knowledge and understanding to a variety of practical situations. Students pursuing a communication major will complete a specialization within one of three program areas: new media and communication technology, strategic communication, or communication analysis and practice.<sup>1</sup>

### Career Areas/Job Titles:

#### Communication and Media

Usability Analysts  
Online Content Developer  
Multimedia Designer  
User Interface Designer  
Social Media Specialist  
Communication Specialist  
Marketing Coordinator  
Public Relations Coordinator  
Real Estate Agent  
Customer Service Director

Human Resources manager  
Advertising manager  
Producer  
Public Broadcaster  
**Education**  
Professor/Teacher  
School Administration  
**Non-Profit/Advocacy**  
Program Coordinator  
Fundraising Coordinator  
Management Consultant

Administrative Coordinator  
**Government/Politics**  
Research Analyst  
Foreign Service Officer  
Program Administrator  
Community Director  
Lawyer  
Contractor

*\*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

### Transferable Skills:

Basic Computer Skills	Persuasion	Teamwork
Business Fundamentals	Provide/Respond to Feedback	Creativity/Imagination
Communications and Media	Public Speaking	Gathering Information
Editing	Speaking Effectively	Adaptability/Flexibility
Expressing Ideas	Technical Writing	Planning
Facilitating Group Discussion	Use Technology Effectively	Prioritizing Tasks
Interviewing	Written/Verbal Communication	Strategic Planning/Visioning
Listening Skills	Cultural Understanding	Analytical/Critical Thinking

*\*This is not an extensive list of transferable skills. See larger list of skills you might develop here.  
<http://ccss.osu.edu>*

### Professional Links:

Public Relations Society of America: <http://www.prsa.org/>

National Communication Association: <http://www.natcom.org/>

International Association of Business Communications: <http://www.iabc.com/about/>

Professional Communication Society: <http://pcs.ieee.org/>