

## COMMUNICATION

A major in Communication is designed to blend the theoretical and the practical, giving students grounding in the liberal arts tradition and the skills required for employment. Both historical and modern theories are examined as platform for critical faculties and the skills required to become an effective communicator. Students are trained in written and oral communication. Special emphasis is placed on the ability to communicate using electronic and digital media.



### SKILLS

- Following directions
- Excellent verbal communication
- Poise
- Creative thinking
- Organizational skills
- Work productively with others
- Strong writing ability
- Mediating disputes
- Adaptability
- Analytical skills
- Computer and media skills
- Decision making
- Interpersonal skills
- Persuasive
- Problem solving
- Work with diverse backgrounds



### CAREER PATHS

Please note that this list includes careers requiring differing degrees of education and training.

- Lawyer
- Teacher
- Public Relations Specialist
- Sales Representative
- Clergy
- Radio Announcer
- Reporter
- Copy Writer
- Development Director
- Advertising Specialist
- Community Relations
- Counselor/Therapist
- Creative Director
- Customer Service
- Event Planner
- Fundraiser
- Human Resources
- Lobbyist
- Marketing Coordinator
- Media Planning/Analysis
- Negotiator/Mediator
- News Writing/Journalist
- Non-Profit Administration
- Promotions Director
- Publishing/Editing
- Realtor
- Social Media Strategist
- Speechwriter
- Audience Analysis
- Grant writing

MAJORS TO  
**CAREERS**

 **96%**

of alumni have a job within six months or are attending grad school

 **50+**  
INDUSTRIES

Carthage alums pursue opportunities in over 50 different industries

## \$ STARTING SALARY RANGES

### *Public Relations and Fundraising Managers*

PERCENTILE	10%	25%	50% (MEDIAN)	75%	90%
Wisconsin Annual Wage	\$59,020	\$72,790	\$90,250	\$110,740	\$150,350
Illinois Annual Wage	\$53,770	\$73,110	\$99,890	\$138,070	\$184,570

## COMPANIES EMPLOYING CARTHAGE GRADUATES

- Milwaukee Brewers
- KBJR
- NextMedia
- Sprint PCS
- Jewel Osco
- Radio Shack
- CareerBuilder.com
- Prudential Financial

## MAJOR JOB SEARCH ENGINES

- Carthage Career Connection
- American Advertising Federation
- The Association for women in Communications
- National Communication Association
- Public Relations Society of America
- Communications Jobs
- Newspaper Careers
- PR Job Force
- Talent Zoo
- Write Jobs
- American Business Women's Association
- Association for Talent Development
- American Society of Newspaper Editors
- International Association of Business Communicators
- International Communication Association
- The Association of Magazine Media
- The Mandy Network

## CONTACT US

Career Services | 262-551-5959 | [careerservices@carthage.edu](mailto:careerservices@carthage.edu) | [www.carthage.edu/career-services](http://www.carthage.edu/career-services)