Communication Studies

COMS Majors Earn $52,550 on average

This field is growing faster than average

One of the most popular majors

Employers rated communication as the number one skill needed by employees

Careers

Ad & PR
Ad or Sales Manager
Community Relations Specialist
Copywriter/Editor
Creative Director
Direct Marketing Specialist
Fundraising/Development Officer
Graphic/Web Designer
Market Researcher
Media Sales Representative
Public Affairs Officer
Social Media Specialist

Digital Media
Anchor
Animator
Announcer
Audio/Video Editor
Camera Operator
Director
Producer
Reporter
Scriptwriter
Search Engine Optimization Specialist
Social Media Specialist

Journalism
Blogger
Corporate Communications Specialist
Freelance Writer
Journalist
Magazine Editor
News Writer
Photojournalist
Reporter
Social Media Producer
Sportscaster
Technical Writer

Speech
Advocate
Corporate Communication Specialist
Lobbyist
Missionary
Project manager
Professional Spokesperson
Public Relations Specialist
Sales Person
Speechwriter
Teacher

Strategies for Success

• Develop excellent writing skills and get comfortable with public speaking.
• Publish a blog, utilize social media, and create a professional LinkedIn account.
• Gain experience through multiple internships, even if unpaid.
• Create and maintain professional contacts in the industry, networking both in person and online. First professional contacts may be professors and members of student organizations.
• Develop a portfolio including: writing samples, ad campaigns, graphic design, etc.
• Join relevant student associations and gain leadership positions.
• Be willing to relocate to cities with more job opportunities, and be prepared to start in an entry-level position.
• Take electives in marketing, advertising, public relations, or other area of interest.

Associations

The National Communication Association  
www.NatCom.org

Public Relations Society of America  
www.PRSA.org

American Advertising Federation  
www.AAF.org

National Association of Broadcasters  
www.NAB.org

Society of Professional Journalists  
www.SPJ.org

American Institute of Graphic Arts  
www.AIGI.org

Holland Codes

The Holland Code system connects individuals with the career field that best fits their personality. The system scores the test taker on six separate scales: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). The two or three highest scores represent an individual’s strongest attributes. Career opportunities associated with a degree in communication include the following:

- Public Relations Specialist (EAS)
- Advertising and Promotions Manager (EAC)
- Broadcast Journalist (ASC)
- Speechwriter (EAC)
- Film and Video Editor (AEI)
- Media Consultant (ECA)
- Graphic Designer (AER)

The FOCUS 2 Career Assessment utilizes these Holland Codes and is a free resource to Liberty students. Assessment results are matched to career options and majors offered at Liberty. To access this free resource visit www.Liberty.edu/Focus2

Resources

On-Campus and Local Resources
• Visit the Christian Service page to learn about potential volunteer opportunities. Students have volunteered in the following areas:
  - Fundraising for nonprofits
  - Raising awareness in the community
  - Assisting missions organizations
  - Volunteering in local church ministries

• Get involved in communications on campus: 90.9 The Light, The Liberty Champion, PRSSA, LU Flames Sports Network, AIGA, 90 Seconds Around Liberty, and the Advertising Team Practicum.

Online Resources
Visit the websites of the following organizations:
AAF Job Bank  
Ad Week  
AIGA Design Jobs  
Christian Service  
Communication Arts Magazine  
NATCOM: Find a Job  
National Religious Broadcasters  
PRSA Job Center  
PR Week  
The Business of TV, Broadcasting, & Cable  
Unified Communication Strategies

The Washington Fellowship
Consider spending a semester doing an internship with The Washington Fellowship. Potential communication internship sites include the following: Fox News, National Geographic, Concerned Women for America, and more. To learn more, visit: www.Liberty.edu/Washington.

Sample Résumés
For a variety of sample résumés visit the Liberty University Career Center.