Communication Studies, with both Major and Minor program options, is designed to help students develop analytical and composing skills in multiple contexts, including text-based, visual and web-based environments, with expected application in a broad range of career opportunities in communications. Interdisciplinary in nature, courses in the communication studies program are designed to help you develop skills in multiple arenas, leading to an exciting range of career opportunities, including multimedia journalism, web content and digital media design and production, social media, film creation, public relations and marketing communications.

A major in Communication Studies prepares students for a broad range of career opportunities such as web content design, digital media design and production, film creation, marketing communications, public relations, and multimedia journalism. Our graduates have already entered the workforce as multi-media artists, video editors, copywriters and public relations specialists, in fields as diverse as business, government, non-profit, education and entertainment.

**LEARN MORE ABOUT THE COMMUNICATION STUDIES MAJOR:**

- Visit the Communication Studies Department’s website: [http://www.sju.edu/academics/cas/commstudies/index.html](http://www.sju.edu/academics/cas/commstudies/index.html)
- Visit the College of Arts and Sciences Advising Support Center, located in Barbelin 122
- Contact the Communication Studies Department to schedule a meeting with a faculty member by calling 610-660-3385
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

**WHAT CAN I DO WITH A MAJOR IN COMMUNICATION STUDIES?**

Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Following are descriptions of just a few of the careers you might pursue:

**Copy Writers:** Writes advertising copy for use by publication or broadcast media to promote sale of goods and services.

**Multi-Media Artists and Animators:** Creates special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.

**Film and Video Editors:** Edits motion picture soundtracks, film, and video.

**Public Relations Specialists:** Engages in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.
**HOW CAN I ENGAGE MY INTEREST IN COMMUNICATION STUDIES OUTSIDE THE CLASSROOM?**

There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

- A.M.A. (American Marketing Association)
- SJU Communications Club
- S.U.B. (Student Union Board)
- CRIMSON AND GRAY
- THE HAWK
- Radio 1851

**A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN COMMUNICATION STUDIES:**

Many of our graduates have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008-2012 and Saint Joseph's University Hawk Career Network).

Here is a sampling of positions our graduates have accepted:

- Communications Associate
- Freelance Journalist
- Promotions & Events Manager
- Communications Manager
- Freelance Staff Writer
- Videographer
- Copywriter & Production Assistant
- Library Assistant
- Web Content Writer
- Customer Service Manager
- Producer/News Copywriter

**Organizations that have hired our graduates include:**

- Austin Preparatory School
- Coretech International
- The National Multiple Sclerosis Foundation
- Baby Be Hip
- hibu
- Foundation
- BDP International
- Lost Gold Records
- Vanguard
- Chestnut Hill Local
- NBCUniversal, Inc.
- Westfield Police Force
- Comcast
- Philadelphia 76ers
- WDIY 88.1 FM

**FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS**

The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.

**GETTING THE JOB – SAMPLE COMMUNICATION STUDIES MAJOR RESUME**

See Below
Joseph Avenue  
**Cell Phone:** (123)456-7890  
**Current Address:** 123 City Avenue, Philadelphia, PA 19131  
**Email:** firstname.lastname@gmail.com  
**Permanent Address:** 123 Anywhere Street, Internship, PA 12345

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**EDUCATION**

**Saint Joseph’s University,** Philadelphia, PA  
*Bachelor of Arts in Communication Studies* (May 2013)  
GPA: 3.75  
*Awards/Honors*  
- Reporter of the Year (2011-2012)  
- Sigma Tau Delta, English Honors Society (Spring 2011-present)  
- News writer Rookie of the Year (2008-2009)

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**RELATED EXPERIENCE**

**American Marketing Association,** Philadelphia, PA  
*VP of Communications/Advertising* (January 2011-May 2013)  
- Managed committee of 20 students and held monthly meetings  
- Designed and distributed promotional materials such as flyers and brochures  
- Managed all social media outlets as well as the website and e-mail account  
- Attended the annual International Collegiate Conference

**Hawk Student Newspaper,** Philadelphia, PA  
*Editor-in-Chief,* (January 2012-May 2013)  
- Managed all aspects of production from writing and editing stories to layout design and advertisement  
- Coordinated team-building activities and created real-world business environment for staffers  
*News Editor* (January 2010-December 2011)  
- Assigned content, designed layouts, interviews and wrote weekly  
*Assistant News Editor* (September 2009-January 2010)  
- Familiarized myself with the routine of the newspaper’s production schedule and wrote weekly

**Agency Rx, Cline Davis & Mann Group,** New York, NY  
*Copy Intern* (May 2012-August 2012)  
- Assisted Creative Directors in preparation for new business pitches  
- Contributed to ideation and execution of creative concepts and content for intern pitch presentation  
- Revealed and discussed creative content during final presentation

**Saint Joseph’s University Writing Center,** Philadelphia, PA  
*Tutor* (January 2011-May 2012)  
- Tutored graduates and undergraduates on the basics of writing a paper and offered suggestions for improvements

**Fox 29,** Philadelphia, PA  
*Community Affairs Intern* (May 2011-August 2011)  
- Maintained community leader files; including preparation of copywriting of Community Update  
- Conducted topic research for special projects  
- Assisted in community leader/group contact and assistance in public service

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**CLUBS AND ACTIVITIES**

- Freshmen Orientation Leader (Fall 2010-Spring 2013)  
- Urban Challenge Service Leader (Fall 2010;Fall 2011)  
- Freshmen Retreat Leader (Fall 2009-Spring 2013)  

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**TECHNICAL SKILLS:**

- InDesign
- MS Word/Excel/PowerPoint
- Final Cut Pro
- WordPress
- Photo Shop
- iMovie