

CAREER PATHWAYS FOR COMMUNICATION MAJORS

Gain a Valuable Skillset

96%

of business leaders agree that effective communication is essential ¹

\$62,205

is the median salary for someone with a degree in communications ²

6%

anticipated field growth rate ³

A Communication degree at WKU provides students with opportunities to grow skills that will serve them far beyond the classroom!

Internal Communication Specialists

Key players in an organization, mastering all forms of media from social media to company websites to ensure flawless internal communication. They are pivotal in developing strategies for crisis communication and managing internal knowledge through publications and data analytics.

Potential Careers

Human Resource Specialist, Training and Development Specialist, Personnel Liaison, Internal Publications Coordinator, Internal Communication Specialist, Organizational Development Specialist, Internal Consultant, Labor Negotiator, Recruiter

External Communication Specialists

Shape public perception through expert media production and public relations strategies, creating impactful content from logos to digital campaigns. Their role is crucial in analyzing audiences and managing communications across diverse platforms, ensuring every message aligns with organizational goals and public expectations.

Potential Careers

Crisis Communication Coordinator, Advertising Specialist, Media Buyer, Public Relations Coordinator, Public Affairs, Government Relations, Webmaster, Technical Writer, Editor, Scriptwriters, Social Media Coordinator, Community Affairs Coordinator, Marketing Specialist, Speechwriter

Research/Information Management Careers

Harness data to shape strategic decisions, employing social science techniques and financial analysis to gauge trends and organizational effectiveness. Their role is critical in gathering and interpreting data, ensuring insights lead to actionable business improvements.

Potential Careers

Associate, Business Analyst, Content Researcher, Marketing Research Analyst, Social Science Specialist, Instructional Design, Web Specialist, Data Insights Specialist, Strategic Communication Analyst, Performance Measurement Analyst

Managers

The backbone of any organization, responsible, for leading teams towards achieving business goals through strategic resource management and employee development. They require a robust mix of technical knowledge and soft skills in communication and decision-making, crucial for navigating complex business landscapes.

Potential Careers

Branch/Store/Regional Manager, Corporate Staff, Sales Manager, Personnel Director, Media Manager, Advertising Manager, Executive Director, Human Resource Development Manager, Corporate Communications Manager

Consultants

Excel in transforming organizations by identifying problems, analyzing data, and guiding change, relying on their advanced degrees and extensive experience. They craft detailed reports and foster strong professional relationships, essential for successful outcomes in their consulting projects.

Potential Careers

Organizational Development Specialist, Human Resource Development Specialist, Trainer, Analyst, Business Transformation Specialist, Business Process Consultant, Strategic Communications Consultant, Corporate Relations Consultant.

Human Service Careers

Dedicate their careers to improving lives through roles in nonprofits or government sectors, focusing on fundraising, counseling, and program management. Their expertise in persuasive communication and program evaluation ensures they effectively support and enhance community services.

Potential Careers

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Sales Specialists

Drive their company's growth by expertly presenting and selling products, while also managing customer relationships and analyzing market trends. They blend technical product knowledge with financial acumen to optimize sales strategies and achieve business objectives.

Potential Careers

Account Representative, Marketing Specialist, Media Salesperson, Advertising Salesperson, Real Estate, Insurance Agent, Salesperson, Client Relations Manager, Business Development Coordinator, Sales Strategy Analyst, Commercial Account Executive

Connect With Us!

Office Hours

Monday - Friday
8:00 a.m. to 4:30 p.m.

Phone

(270) 745-4144

Instagram

@wkucommunication

Facebook

wkucomm

1. Grammarly and Harris Poll Research "The State of Communication," <https://go.grammarly.com/business-communication-report>
2. NACE Winter 2023 Salary Survey Report <https://www.nacweb.org/about-us/press/start-ing-salaries-for-college-graduates-leveling-off>
3. Bureau of Labor Statistics, Occupational Outlook Handbook(2024) Shockley-Zalabak, P.S. (2016). Fundamentals of organizational communication: Knowledge, sensitivity, skills values. Boston, MA: Pearson.