CAREERS IN….

The Communication program features career-oriented courses such as advertising, public relations, broadcasting (radio and television), theater, video filmmaking and editing, and journalism.

These courses stress the creation, transmission, and evaluation of messages for commercial or noncommercial purposes and prepare individuals to apply the principles of communication to work in varied media. The Communication major offers a broad range of experiences that enable students to acquire the necessary professional skills and cultural background needed to work for the media, in the corporate world, or in other professions.

WPUNJ Communication Department: http://www.wpunj.edu/coac/departments/communication/
WPUNJ Admissions: http://www.wpunj.edu/admissions/undergraduate/academic-programs/programs_detail.dot?id=124240

Interests & Skills…

*Creativity *Desire for recognition and to influence others
*Intellectual growth *Poise and composure under close public scrutiny and criticism
*Imagination *Appreciation for clear and stimulating communication
*Versatility *Pleasant and friendly attitude
*Self confidence *Exceptional knowledge of social networking and media

Possible job titles:

*Academic Advisor
*Advertising Executive
*Advertising Copywriter

*Advertising Manager
*Assistant Buyer
*Association Administrator

*Author
*Broadcast Advertiser
*Columnist

*Community Affairs Coordinator
*Consumer Affairs Coordinator
*Contracts Assistant

*Corporate Communication Corporate Training
*Copy Editor/Writer
*Critic

*Editor
*Fashion Merchandiser
*Fundraiser Coordinator

*Government Relations Specialist
*Financial Analyst
*Greeting Card Writer

*Human Resources Administrator
*Graphic Artist
*Actor

*Information Specialist
*Labor Relations Administrator
*Events Planner

*Investigative Reporter
*Insurance Agent/Broker
*Investigative Reporter

*Investor Relations
*Biographer
*Biographer

*Manager/Administrator
*Lawyer
*Biographer

*Media Manager
*Market Research Analyst
*Biographer

*Print Production Coordinator
*News Analyst
*Biographer

*Promotions Manager
*Press Secretary
*Biographer

*Publicist
*Proofreader
*Biographer

*Recreation/Attraction Manager
*Real Estate Agent
*Biographer

*Sales Representative
*Research Worker
*Sports Director

*Speech Writer
*Service Representative
*Technical Writer

*Teacher
*Research Worker
*Travel Agent

*Training Specialist
*Service Representative
*Video Journalist

*Video Graphics Artist
*Special Events Coordinator

*Video Journalist
*Stockbroker

*TV Director

"Think like a wise man, but communicate in the language of the people.”
--William Butler Yeats
Aside from majoring in communication, what else can I do that may enhance my qualifications?

Students in the Communication major at William Paterson have numerous opportunities to enhance their academic experience. Students can contact the department about internships in publishing, media and the arts. Also, many students find that a study abroad for a cultural experience that will enhance their curriculum. Also, many students write for the Pioneer Times or the Beacon, work at the William Paterson television station, WPBN and join the Music and Entertainment Industry Student Association (MEISA) to help enhance their abilities and experience. The department also offers membership to Alpha Psi Omega, the Communication Honors Society, to students who meet certain GPA requirements. Students can contact the department for more information.

WPUNJ Alumni:

President
Human Resources Representative
Specialty Sales Rep
Editor
Director
Typesetter
Account executive
Assistant teacher
Editorial assistant
Phone specialist
Promotions assistant
Production assistant
Affiliate relations
Assistant analyst
Commercial insertion
Communication associate editor
Loan servicing
On-air talent
Producer/director

Palmyra Media Group
Image Incorporated
Alphama Pharmaceuticals
Recorder Publishing Company
Broadcast Operations-SnoCountry Worldwide
Asbury Park Press
Bernard Holes Advertising
Local school districts
Pearson Education
Optimum
MTV Networks
UPN 9 News
Cutting Edge Personnel
MCI World Communication
Comcast Cable
McGraw-Hill
NY Sports Club
Jersey Boy Media
Moving Pictures

Related Web Sites:
The Museum of Television and Radio http://www.mtr.org/
Media Bistro http://www.media bistro.com
Women in Communication http://www.womcom.org/
The Ad Council http://www.adcouncil.org
My Next Move http://www.mynextmove.org/find/browse?c=51
National Communication Association http://www.jobtarget.com/home/?site_id=560
Career Builder http://www.careerbuilder.com/Jobs/Keyword/Communications/
Yahoo Voices http://voices.yahoo.com/careers-media-communication-field-2740510.html

Other sources:
Please drop by the Career Development and Advisement Center to learn more about careers in communications. The career library carries career-specific books and counselors are available to answer any further questions you may have. Visiting the Communication Department on campus may also prove valuable in addressing questions.

Compliments of:
The Career Development and Gloria S. Williams Advisement Center http://www.wpunj.edu/career-advisement
973-720-2281/2653/2259

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