

WHAT CAN I DO WITH MY MAJOR IN

COMMUNICATION STUDIES

OVERVIEW OF MAJOR

The Department of Communication Studies at Concordia University offers at undergraduate level a BA Specialization in Communication Studies, BA Major in Communication Studies, and a BA Major in Communication and Cultural Studies. Degrees offered at the graduate level include Master in Arts (Media Studies), Diploma in Communication Studies and PhD in Communication. For the latest information on programs, go to the Department of Communication Studies' Internet site at <http://coms.concordia.ca>.

The Department's broad-based education and emphasis on the humanities, liberal arts, social sciences and media practice provides students with a strong foundation for working in diverse careers. This includes occupations in public relations, advertising, broadcasting, human resources, government, publishing, education, media, cultural industries and business. A large percent of graduates work in jobs that are not closely related to the field. Some pursue their studies to expand their opportunities.

**EXAMPLES OF JOBS ACQUIRED BY
CONCORDIA GRADUATES**

The following job titles are representative of the types of entry-level positions for which Concordia University students are qualified for upon graduation. Note that the numbers following each job title refer to Canada's National Occupational Classification (NOC) code. For details on these titles go to <http://www5.hrsdc.gc.ca/NOC/>

- Audio/Video Quality Assurance Technician (5225, 5227)
- Chargé/chargée de projet pour télévision participative
- Communications Advisor (5124)
- Communications Assistant
- Communications Officer (5124, 0611)
- Content Writer (5121)
- Copywriter (5121)
- Cultural Projects Coordinator (0314)
- Entry Level Marketing Coordinator (0611)
- Graphic Artist (5241)
- Junior Project Coordinator (4164, 0314)
- Junior Quality Control Specialist
- Junior Training & Feedback Specialist (0112, 1121)
- Marketing Communications Specialist (1122, 4163)
- Media Relations Coordinator (5124)
- Mediator (1121)
- News Writer/Editor (5122, 5123)
- Project Manager (1221, 4164, 0314)
- Proofreader (1452)
- Proposal Writer (5122, 5121)
- Publication Assistant (1452, 5122)
- Publicist (5124)
- Script Writer (5121)
- Talent Coordinator (5124)
- Technical Writer (5121)
- Video Demo Artist (5232, 5136)
- Video Editor (5225, 5122)
- Vidéaste-formateur pour télévision expérimentale
- Youth Worker (4212)

CELEBRATED PEOPLE WORKING IN RELATED FIELDS

Howard Stern. Producer, Newscaster & Morning Radio “Shock Jock”.

René Balcer. Concordia Graduate. Writer/Producer. Emmy Award Winner.

Josey Vogels. Concordia Graduate. Syndicated Sex Columnist; My Messy Bedroom.

Hana Gartner. Concordia Graduate. Investigative Journalist. Host of The Fifth Estate.

Francine Allaire. Concordia Graduate. Producer. The Blue Butterfly. Agent of Influence.

Don Carmody. Concordia Graduate. Film Producer: Resident Evil, Chicago & Good Will Hunting.

MORE JOB TITLES

Graduates pursue producing, directing, writing, journalism, broadcasting, entertaining, researching, public relations, television and radio production. They often work in related fields, such as advertising, multimedia design, marketing, media consulting, promotion, sales and administration. Finally, many end of working in jobs unrelated to their major. The titles below are not meant to be exhaustive but are representative of fields which Communication Studies majors pursue. Keep in mind that some occupations require further education (e.g., a higher degree, second degree, diploma).

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- Actor/Actress (5135)
- Advertising Copywriter (5121)
- Advertising Manager (0611)
- Announcer (5231)
- Audio/ Visual Specialist (5225, 5227)
- Bank Officer (0122)
- Columnist (5123)
- Commentator (5123)
- Communications Consultant (5124)
- Communications Lawyer (4112)
- Communications Specialist (5124)
- Consumer Advocate (4112, 4164)
- Director (Film, Video) (5131)
- Editor (5122)
- Editorial Assistant (1452)

- Entertainment Agent (5124)
- Fashion Merchandiser (5243, 6233)
- Foreign Correspondent (5123)
- Fundraiser (5124)
- Gaffer (5226)
- Interviewer (1223)
- Journalist (5123)
- Legislative Aide (1222)
- Lighting Technician (5226)
- Lobbyist (4163)
- Media Buyer (1225)
- Media Manager (0611)
- Museum Director (0511)
- Online Content Developer (5121, 5123)
- Photographer (5221)
- Press Agent, Public Relations (5124)
- Press Secretary (5124)
- Producer (TV, Film, Theater) (5131)
- Public Affairs Specialist (5124)
- Public Relations Consultant (5124)
- Public Relations Specialist (5124)
- Publicity Information Officer (5124)
- Radio/ TV Announcer (5231)
- Recreation Coordinator (4167)
- Recruiter (1223)
- Reporter (5123)
- Speech Pathologist (3141)
- Speech Writer (5121)
- Spokesperson (5124)
- Theater Director (0512)
- TV Censor – TV Director (5131)
- TV News Anchor (5123)
- TV Newscaster (5231)
- University Professor (4121)
- Video Programmer (2174)
- Web Editor (5122, 5225)
- Writer (5121)

POTENTIAL WORK SETTINGS

Most graduates are employed in for-profit organizations rather than for non-profit organizations. This includes working for public relations firms, communications firms, radio and television stations, the news media, publishing companies, multimedia studios, marketing organizations, the film industry and the fashion industry. Some work for educational institutions, health care agencies and government bodies. To research specific employers who hire those in the field, there are many resources available in such locations as the Career Resource Centre, the Webster Library, Vanier Library and the Internet.

- Advertising Companies
- Aerospace Industry
- Animation Studios
- Art Centers
- Booking & Talent Agencies
- Broadcasting Industry
- Colleges & Universities
- Community Service Agencies
- Consulting Firms
- Corporate Training Centres
- Culture and Heritage Centres
- Design Schools
- Digital Studios
- Electronic Media
- Entertainment Companies
- Fashion Agencies
- Film Studios
- Financial Institutions
- Foreign Service Commissions
- Graphic Arts/ Printing Companies
- High Tech Industry
- Hospitals
- Information Technology Industry
- Intercultural Communications Centres
- Marketing & Marketing Research Firms
- The Military
- Music Studios
- Newspapers
- Non-government Organizations
- Press Services
- Print Media
- Production Companies
- Record Companies
- Retail Sales Companies
- Self-employment
- Theater Industry
- Utility Companies
- Video Distribution and Production Industry

SKILLS AND CHARACTERISTICS

Among the major qualities necessary for success in the field are strong oral and written language skills, teamwork, creativity, time management, leadership, extroversion, salesmanship, marketing skills, analytical abilities, decision-making and enjoyment of intellectual challenges. In addition, students will find the following skills, interests, values and other characteristics valuable for succeeding in the field.

- Ability to Accept Criticism
- Ability to Define Hypothesis
- Ability to Improvise
- Ability to Measure Media Effects
- Achievement Goals
- Artistic Expression
- Attention to Details
- Autonomy
- Communication Skills
- Computer Skills
- Confidence
- Critical Thinking
- Desire for Recognition
- Editing Skills
- Effective Speaking Skills
- Energy
- Enjoyment of Diverse Activities
- Enthusiasm
- Flexibility
- Imagination
- Inquisitiveness
- Interpretation Skills
- Interviewing
- Investigative Nature
- Listening
- Management
- Meeting Deadlines
- Organizational Skills
- People Skills
- Persuasion
- Pragmatism
- Problem Solving
- Reading Comprehension
- Research Skills
- Resourcefulness
- Self Expression
- Social Skills
- Supervisory Ability
- Team Management
- Understanding of Different Cultural Values
- Visualization

PROFESSIONAL ASSOCIATION AND OTHER LINKS

Making wise career decisions requires exploring your field. A multitude of Internet sites and other resources will help you do this. Professional association sites, in particular, are very useful for their career descriptions and job hunting tips. Moreover, these authoritative sites frequently provide links to Internet sites which announce job openings and list potential employers. A few recommended sites are included below.

CANADIAN

Academy of Canadian Cinema and Television (ACCT)

<http://www.academy.ca/>

Provides networking opportunities through its Academy Breakfast Club Series, conferences and industry-partnered events. ACCT's newsletter keeps one up-to date with the field. Student membership available.

Canadian Association of Journalists (CAJ)

<http://www.caj.ca/>

Promoting journalism, CAJ has member journalists from all media including print, radio, television and online. Networking opportunities and the possibility of meeting potential employers are available through its symposiums, conferences and local chapters.

Canadian Association of Professional Image Creators (CAPIC)

<http://www.capic.org/>

Serves communications industry photographers, illustrators and digital artists. Provides contests, events and the use of gallery space for displaying one's work. The Montreal chapter at <http://www.capicmontreal.ca/> provides a chance to connect with local professionals.

Canadian Marketing Association (CMA)

<http://www.the-cma.org/>

CMA fosters the growth of marketing in Canada through education/training, publications, conferences, marketing certificates and seminars. For recent graduates CMA has a Job Bank, and Student Awards. It also provides opportunities for networking with marketing professionals.

Société québécoise des professionnels en relations publique (SQPRP)

<http://www.sqprp.ca/>

Located in Montreal, provides its many members with opportunities to participate in programs and professional development sessions. For students it offers a chance to meet professionals in the Montreal region through which they can keep up with trends, learn about job openings and meet potential employers. Check out its *Programme de mentorat*.

Society for Technical Communication (STC)

<http://www.stc.org/>

Supports technical communication professionals worldwide through training and publications. For students, STC offers a discounted membership, its Job Bank, a salary database, scholarships, grants and loans.

L'Union des écrivaines et des écrivains québécois (UNEQ)

<http://www.uneq.qc.ca/>

Located in Montreal, UNEQ works to promote Quebec literature both within and outside of the province. Distributes prizes, awards and grants. Scan the Plan du Site to see services and programs of interest.

INTERNATIONAL

American Communication Association (ACA)

<http://www.americancomm.org>

Focuses on new and evolving technologies for instruction, research and criticism. Encourages through virtual means (e.g., forums, free online journal, listserv, blogging) participation from academics and professionals worldwide. Membership is free. Try Sitemap to explore all it offers.

Association for Education in Journalism and Mass Communication (AEJMC)

<http://www.aejmc.org>

Promotes high standards for education in journalism and mass communications. For keeping up with the latest trends in the field, produces several publications and hosts various events including an annual convention. Try surfing the Online Job Ads and Scholarship for student funding.

International Communication Association (ICA)

<http://www.icahdq.org>

ICA is an international association aimed at scholars involved in the study, teaching and application of human and mediated communications. Offers publications, conferences, an electronic newsletter and a multitude of interest groups for networking and keeping up with trends in the field.

National Communication Association (NCA)

<http://www.natcom.org>

NCA is made up of researchers, educators, practitioners and students. Offers publications, resources, conferences, conventions and more.

Click on Careers to create an account for job hunting and view job postings. Lots of tips for those pursuing an academic position in the communications field can found by clicking on the NCA Career Center.

CREATE YOUR AMAZING CAREER – CAREER RESOURCE CENTRE TITLES

For those who need more help with their career and educational planning, the Career Resource Centre (CRC) offers books, pamphlets, DVDs and recommended Internet sites. It is located in the Hall Building, H-440, at 1455 de Maisonneuve Blvd. West. The following titles are just a few of the titles available in the CRC. ♣

- Public Relations Careers
 - Resumes for Communications Careers
 - Short Guide to Writing about Film
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- Advertising, Sales and Marketing
 - Approach an Advertising Agency and Walk Away with the Job You Want
 - The Business of Publishing
 - Canadian Writers Market
 - Career Opportunities in Journalism
 - Career Opportunities in Radio
 - Careers for Talkative Types and Others with the Gift of Gab
 - Careers in Communications
 - Careers in Media
 - Careers in Media and Film
 - Careers in Multimedia Panel Discussion
 - Careers in Public Relations & Event Planning Panel Discussion (DVD format)
 - Communication Sciences Student Survival Guide
 - Great Jobs for Communications Majors
 - Jumpstart Your Awesome Film Production Company
 - Photographer's Guide to Marketing and Self-Promotion
 - Gardner's Guide to Internships: Multimedia & Animation Studios
 - Hollywood Drive: What It Takes to Break in, Hang in, & Make It in the Entertainment Industry
 - Life on the Tenure Track
 - The Magazines Handbook
 - Movie Business Book
 - My First Year in Television
 - 100 Best Careers for Writers