Quick Facts

Southwestern’s coursework in communication studies leads to a deep, theoretical understanding of communication processes. In order to acquire more of the technical skills helpful to acquiring employment, students must also take advantage of out-of-class opportunities like working for The Megaphone, SU marketing and communication department, or off-campus employers.

Internships (especially unpaid ones) have been around quite a while in the journalism, PR, and advertising fields. Internships help shape professional identities, develop 21st century career-readiness skills, and make meaning of the academic experience. Having at least one, if not multiple, internship experience(s) under your belt is pretty much required to get a full-time job in these fields.

A bachelor’s degree in Communication Studies plus industry-specific knowledge and experience is generally enough to land an entry-level job. Master’s or higher degrees are generally not required unless you want to pursue university teaching/research.

Communication Studies Major Synopsis

The goal of Southwestern’s Communication Studies Department focuses on critical inquiry into the function of language and media. There are two courses which introduce students to the Communication Studies major: Introduction to Communication Studies and Public Speaking. After these foundational courses, students must take one COM Core Course in each of the following areas: Rhetorical Traditions, Performing Culture, and Media & Culture. The department offers a range of courses bound together by an interest in investigating the complex relationships between communication, culture, and identity. Internships are a great way to gain upper-level elective credit in the department and obtain tangible experience in one’s field of interest.

Sample Occupational Areas

ADVERTISING & PUBLIC RELATIONS

Firms in the advertising and public relations services industry prepare advertisements and design campaigns for other companies and organizations to promote the interests and image of their clients. Copy writers prepare advertising copy for use in broadcasting or print publications and often work with the client to produce advertising themes or slogans. Public relations specialists create a positive public image for their organization by drafting press releases and contacting people in the media who might print or broadcast their material. Most employees in this field work in offices and operate in a teamwork environment; however, long hours, including evenings and weekends, are common. A college degree in a communications-related field combined with public relations experience is excellent preparation for public relations work. The glamour of the industry traditionally attracts many more job seekers than there are job openings, so there is a lot of competition for jobs.

BROADCASTING

The general occupational categories at large broadcast stations are program production, news-related, and technical. Employees in program production occupations at television and radio stations create programs such as news, talk, and music shows and include assistant producers, video editors, producers, announcers, and editors. News-related occupations include reporters, correspondents, newswriters, broadcast news analysts, weather reporters, assistant news directors, assignment editors, and news directors. Entry-level jobs in news or program production increasingly require a college degree and some broadcast experience. Employees in technical occupations operate and maintain the electronic equipment that records and transmits radio or television programs. For technical positions, many stations look for employees with training in broadcast technology, electronics, or engineering.

JOURNALISM

The writing field is subdivided into two categories: those who write original material for publications, such as magazines and TV shows, and technical writers who translate technical information into everyday language. Editors review and edit the work of writers, while further responsibilities depend on their field. Current job opportunities are best for technical writers and other people with skills in specialized fields such as law, medicine, or economics.
Sample Job Titles

Account Executive  Educational Consultant  Mediator  Sales Representative
Administrator  Event Coordinator  Marketing Executive  Script Writer
Advertising Executive  Graphic Artist  Museum Director  Sports Reporter
Book Publisher  Guidance Counselor  News Writer  Small Business Owner
Business Developer  Human Resources Manager  Outreach Assistant  Stage Manager
Case Manager  Illustrator  Production Assistant  Teacher
Campaign Manager  Journalist  Proposal Writer  Technical Writer
Communications Lawyer  Layout Designer  Public Administrator  Telemarketer
Critic  Loan Officer  Public Relations  Website Designer
Editor  Media Specialist  Recruiter  University Staff

Sample Internship Employers of SU Students

Austin Convention Center
Bobby Bones Show – Austin TX
C3 Concerts – Austin, TX
Capital Metro – Austin, TX
Central Texas Marketing – Georgetown, TX
Ciao! Talent Agency – Georgetown, TX
Cloth Court Communications – London, UK
Congressman Charles Gonzales – Washington, DC
Cosmogirl Magazine – New York, NY
David Heavener Entertainment – Georgetown, TX
Davis and Fox Law, PLLC – Round Rock, TX
Dr. Pepper Ballpark (Frisco Rough Riders) – Frisco, TX
Emmis Austin Radio – Austin, TX
Fueled Films, Inc. – Austin, TX
Georgetown Chamber of Commerce – Georgetown, TX
Gerson Lehrman Group – Austin, TX
Hispanic Scholarship Fund – Austin, TX
KEYE-TV – Austin, TX
KUT News – Austin, TX
Laity Lodge Youth Camp – Leakey, TX
Lawnstarter LLC – Austin, TX
LeBaron Productions – Austin, TX
KLGO 99.3 “The Word” – Austin, TX
National Instruments – Austin, TX
NBC/Saturday Night Live – New York, NY
Paint with Me – Georgetown, TX
Parks and Recreation Department – Round Rock, TX
Peer Group Consulting – Round Rock, TX
Positive Image Photography – Georgetown, TX
Ride on Center for Kids – Georgetown, TX
SOS Children’s Village – Washington, DC
South by Southwest – Austin, TX
State Farm Insurance – Georgetown, TX
Steve Bowers Attorney’s Office – Austin, TX
Texas Book Festival – Austin, TX
Texas Film Commission – Austin, TX
Texas Monthly – Austin, TX
Texas Stars Hockey – Cedar Park, TX
Williamson County Public Information Office – Georgetown, TX
Williamson Museum – Georgetown, TX

Sample Full-Time Employers of SU Grads

Account Executive (SHI International Corp.)
Brand Manager (The Richards Group, Inc.)
Campaign Consultant (Tyson Organization)
Case Manager (Caritas of Austin)
Client Development Associate (Business Talent Group)
Client Success Specialist (eRelevance Corp.)
Conference Volunteer Coordinator (South by Southwest)
Digital Marketing and Creative Content Coordinator (Consumer Media)
Director of Recruiting and Public Relations (Acton MBA)
Event Coordinator (Destinations by Kennedy)
Flight Attendant (Southwest Airlines)
Inside Sales Representative (Berridge Manufacturing)
Internal Communications Coordinator (National Instruments)
Legal Assistant (Ripp, Henderson, & Taylor)
Marketing Executive (iMedia Corporation)
Multimedia Coordinator (National Instruments)
Music News Reporter (KUT)
Owner (Shelly Elena Photography)
Platinum Conference Crews Volunteer Coordinator (SXSW)
President (Lookout Event Management LLC)
Program Assistant (ESPN Radio 1530/1260AM)
Proposal Writer (Brown and Gay)
Publicist (Phenix & Phenix Literary Publicists)
Research Assistant (University Medical Center at Brackenridge)
Sales Account Manager (Dell, Inc.)
Sales and Business Developer (Mission Solar Energy)
Screenplay Competition Director (Austin Film Festival)
Social Media Communications Asst. (Team Roping World Series)
Staff Photographer (Waco Tribune-Herald)
Teacher (Teach for America)
Video Production Editor (Iniosante Studios LLC)
Volunteer (Peace Corps)
Youth Outreach Coordinator (AmeriCorps)
<table>
<thead>
<tr>
<th>Professional Associations</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>American Advertising Federation</td>
<td>International Communication Association</td>
</tr>
<tr>
<td>American Marketing Association</td>
<td>National Communication Association</td>
</tr>
<tr>
<td>American Press Institute</td>
<td>National Council for Marketing and Public Relations</td>
</tr>
<tr>
<td>Association for Business Communication</td>
<td>News Media Alliance</td>
</tr>
<tr>
<td>Association for Women in Communications</td>
<td>Public Affairs Council</td>
</tr>
<tr>
<td>Center for Communication</td>
<td>Public Relations Society of America</td>
</tr>
<tr>
<td>International Association of Business Communicators</td>
<td>Society of Professional Journalists</td>
</tr>
</tbody>
</table>