

I HAVE AN INTEREST IN

COMMUNICATION

PUBLIC RELATIONS

Students will combine a convincing argument with an appropriate medium to effectively deliver their message. Students interested in public relations will study the management of communication between an organization and its publics.

DIGITAL MEDIA

Students will study how to use electronically mediated communication and the implications of doing so. It is a broad based program that provides students with a strong foundation in media production and management.

COMMUNICATION

Students study how we use messages to generate meanings within and across various contexts, cultures, channels, and media, and how to promote effective ethical practice of human communication.

ENGLISH

Students will study the English language, including written and spoken. This includes history, theory, and application.

INTERACTIVE DIGITAL STUDIES

Interactive Digital Studies (IDS) is an innovative program about creatively addressing the future. Students in IDS gain an arsenal of digital skills, a firm understanding of digital culture and theory, and a means for responding to our digital world.

TESOL

Students will learn the techniques, theory, and practice of helping non-native English speakers improve their English abilities.

MARKETING

Students will develop tools needed to create an environment where the ultimate delivery goals are supported through research, design, and maintenance in every aspect of the organization to satisfy a target audience's needs.

THEATRE

Whether on stage or backstage, students will learn the fundamentals of acting production and stagecraft. Students will also receive hands-on training, as they will plan and implement several productions each semester.

POLITICAL COMMUNICATION

Students will analyze the intersections of communication and politics. Courses introduce students to local, national, and international political controversies, and how communication effects their development.

WHAT ARE THE RELATED CAREERS?

Alumni Titles:

Actor	Communication Strategist
Sports Reporter	Training Supervisor
Voice Over Artist	Career Counselor
Audio/Video Consultant	Brand Manager
Stage Manager	Marketing Consultant
Costume Director	Digital Marketing Strategist
Box Office Supervisor	Events Coordinator
Communications Director	Political Consultant
Activity Director	Legislative Liaison
Outreach Coordinator	Legislative Counsel
Business Liaison	ESL Instructor
Public Relations Manager	English Teacher
Campaign Director	Academic Specialist
School Counselor	International Educator
Admissions Counselor	Spanish Teacher

Alumni Employers:

John Deere	Nationwide Insurance
Principal Financial Group	Houghton Mifflin Harcourt
Schools, Colleges, & Universities	ITA Group, Inc.
Hy-Vee, Inc.	Hibu
Target	Veridian Credit Union
Mudd Advertising	Meredith Corporation
Wheaton Franciscan Healthcare	State of Iowa Executive Branch
Rockwell Collins	U.S. Senate
KCRG-TV9 and KWWL	Pearson
Sinclair Broadcast Group	ACT
Cumulus Media	Peace Corps

WHERE ARE UNI ALUMNI WORKING?

NEXT STEPS:

Arrange job shadow opportunities related to majors of interest.

Seek out volunteer opportunities that allow you to learn more about yourself, explore areas of interest, and connect with professionals and community members.

Browse the UNI website for information on majors of interest, including the courses you will take in those majors:

<https://uni.edu/majors/majors-and-minors-department>

Once you are at UNI, schedule an appointment with your academic advisor to discuss your interests and potential majors.

