Communication Studies
University of Northern Iowa College of Humanities, Arts & Sciences
https://commstudies.uni.edu/

ABOUT THE MAJOR
Communication, or using messages to share meanings, occurs in virtually everything humans do. In today’s changing society, the means and methods of communication are constantly evolving, but the basic principles of communication remain the same. A degree in Communication will help you learn more about the principles of communication, and help you discover ways to apply them that will make you a more effective and civil communicator in the classroom, at home, in the courtroom, and in every role you play in society.

SAMPLE COURSEWORK
- Oral Communication
- Interpersonal Communication
- Group Communication Skills
- Mass Communication and Society
- Interactive Digital Communication
- Communication Theories
- Communication Research Methods
- Organizational Communication Assessment
- Communication Theories

POSSIBLE CAREERS
*some titles may require further education
- Account Executive
- Audio Engineer
- Marketing Specialist
- Recruiter
- Advertising Manager
- Consulting Associate
- News Photographer
- Publicist
- Anchor/Reporter
- Editor
- Producer
- Radio Anchor
- Public Relations Director
- Human Resource Manager
- Journalist
- Writing Consultant

UNI GRADUATES: WHERE ARE THEY NOW?
- 20th Century Fox Television
- ABC Cable Eetworks Group
- BaHar Publishing
- Camrory Broadcasting, Inc.
- Captive Software
- Cerner Corporation
- CNN
- Davenport Public Library
- DreamWorks SKG
- EdgeCore Marketing
- MSNBC
- Public Radio International
- Signs & Designs
- St. Louis Rams

SKILLS NEEDED
- Interpersonal skills
- Public speaking skills
- Relationship-building skills
- Detail-oriented
- Organization skills
- Nonverbal skills
- Writing skills
- Media relations skills

HOLLAND CODES
AES

University of Northern Iowa
transitions. connections. resources.
Office of Academic Advising