

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	Interactive Digital Communication
Interpersonal Communication	Communication Theories
Group Communication Skills	Communication Research Methods
Mass Communication and Society	Organizational Communication Assessment

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 Etworks 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