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.

Office of Academic Advising
102 Gilchrist Hall
319-273-3406
University of Northern Iowa
WHAT ARE THE RELATED CAREERS?

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

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

WHERE ARE UNI ALUMNI WORKING?

Minneapolis
St. Paul
Des Moines
Waterloo
Cedar Rapids

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.