

Leading Careers in Communication¹

Communication Career	Sample Job Titles	Recommended General Education	Recommended Minors	Recommended SPCO Electives
General Business	Sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, director of corporate communication, customer service representative, newsletter editor, communication trainer, human resources manager, mediator, and buyer	BA 205 BA 251	Business Admin. Economics	SPCO 212 SPCO 331 SPCO 431
Education	Teacher, school counselor, educational researcher, audiovisual specialist, educational administrator, school/university information specialist, director of college news, director of a collegiate information center, educational tester, development officer, educational fund-raiser, alumni officer, college placement officer, college admissions director, and college recruiter.	See UNC <i>Catalog</i> for requirements.	English TESL Writing	SPCO 111 SPCO 350
Government & Politics	Public information officer, speech writer, legislative assistant, campaign director, research specialist, program coordinator, negotiator, lobbyist, press secretary, and elected official.	PSCI 100 PSCI 105	Political Science Philosophy	SPCO 331
Health Related Careers	Health educator, school health care administrator, medical grants writer, hospital director of communication, clinic public relations director, health communication analyst, research analyst, medical training supervisor, communications manager for federal health agencies, health personnel educator, medical center publications editor, hospice manager, drug rehabilitationist, health care counselor, activities director, marketing director, and health facility fund raiser.	ANT 130 CH 205 FND 250	Community Health Ed. Gerontology Nutrition Rehabilitative Services	SPCO 212 SPCO 331
High Technology Industries	Trainer for communication technologies, closed circuit television producer/director, systems analyst, technical copywriter, language specialist, speech synthesizer, cognition researcher, audio and visual computer display specialist, and performance assessor.	ENG 227 MIND 294	Business Admin. Computer Science	SPCO 331
International Relations and Negotiation	On-air international broadcasting talent, corporate representative, translator, student tour coordinator, diplomat, foreign relations officer, host/hostess for foreign dignitaries, and foreign correspondent.	BA 205 BA 251 ECON 101	Cultural Studies Geography Sociology	SPCO 323
Law	Public defender, corporate lawyer, district attorney, public interest lawyer, private practice lawyer, legal researcher, mediation and negotiation specialist, paralegal researcher, legal secretary, legal reporter, and legal educator.	PSCI 100 SOC 141	Legal Studies Political Science	SPCO 341 SPCO 404
Public Relations	Publicity manager, advertising manager, marketing specialist, press agent, lobbyist, corporate public affairs specialist, account executive, development officer, fund raiser, membership recruiter, sales manager, media analyst, media planner, creative director, audience analyst, news writer, and public opinion researcher.	GEOG 100 HIST 101 PSCI 100	Media Studies Business Admin.	SPCO 212 SPCO 331 SPCO 404
Social and Human Services	Public administrator, social worker, recreational supervisor, human rights officer, community affairs liaison, park service public relations specialist, philanthropic representative, religious leader, and mental counselor.	SOC 120 SOC 170	Sociology Psychology Women's Studies	SPCO 323 SPCO 324

¹ Recommended Resources:

UNC Career Services, University Center. (970) 351-2127. <http://www.unco.edu/careers/career.htm>

National Communication Association, Washington, D.C. (202) 464-4622. <http://www.natcom.org/Instruction/Pathways/5thEd.htm>