



## COMMUNICATION

### Program Objectives

The communication Bachelor of Arts degree program takes a broad view of communication including the examination of face-to-face contexts and mediated ones. The program examines communication theories and their practices including intrapersonal, interpersonal, group, organization, intercultural, gender and family, and mass media. This program embraces a liberal arts philosophy and the emphasis is on critical thinking rather than vocational training.

Set in a liberal arts context, the media studies Bachelor of Arts degree program allows students to study modern media through the application of various theoretical frameworks and skills. Students with an interest in media studies will find the greater Portland area an excellent location for media-related activities and service learning projects. By emphasizing theory and practice, the media studies major challenges the student to analyze and practice the creation, dissemination, utilization, and evaluation of mediated messages.

### Degrees & Concentrations Offered

**Graduation Planner:** [usm.maine.edu/advising/degreeplanning](http://usm.maine.edu/advising/degreeplanning)

**Degree Offered:** Bachelor of Arts

**Majors Offered:** BA in Communication, BA in Media Studies

**Minors Offered:** Cinema Studies, Communication and Media Studies

## Communication and Media Studies Department

Portland Campus, 126 Bedford Street  
(207) 780-5972

Web Address: [usm.maine.edu/com](http://usm.maine.edu/com)

Facebook: [facebook.com/CMS.Production](https://facebook.com/CMS.Production)

### Career Possibilities\*

Advertising Sales Agents  
Advertising, Promotions & Marketing Managers  
Announcers  
Command and Control Center Officers  
Communications Teachers, Postsecondary  
Film and Video Editors and Camera Operators  
Human Resources Specialists Higher Education Administrators  
News Analysts  
Public Relations Managers and Specialists  
Fundraising Managers  
Reporters  
Correspondents and Broadcast  
Speech-Language Pathologists  
Sales Managers  
Speech-Language Pathology Assistants  
Social and Community Service Managers

\* Additional education, training or experience may be

### Acquired Transferable Skills

Active Listening  
Attention to Detail  
Critical Thinking  
Complex Problem Solving  
Dependability  
Judgment & Decision Making  
Persuasion  
Reading Comprehension  
Speaking  
Written Expression

For more information on transferable skills go to:  
[usm.maine.edu/community-engagement-career-development/career-tools](http://usm.maine.edu/community-engagement-career-development/career-tools)

## What can I do with this major?\*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
<b>Public Relations</b> Advertising Marketing Event Coordination Corporate Public Affairs	Private corporations Public relations firms Radio and television companies Hospitality and tourism industry Nonprofit organizations	<ul style="list-style-type: none"> <li>• Take courses in marketing, advertising, public relations, etc.</li> <li>• Gain experience through internships</li> <li>• Develop excellent writing and public speaking skills.</li> <li>• Serve as public relations officer of an organization.</li> <li>• Develop a portfolio of writing samples, ad campaigns, and other work.</li> </ul>
<b>Nonprofit</b> Administration Writing/Editing Volunteer Coordination Research	Local/national nonprofit orgs. Community centers Philanthropies Hospitals Religious organizations	<ul style="list-style-type: none"> <li>• Develop your skills in writing, speaking, budgeting, and grant writing.</li> <li>• Obtain leadership roles in campus, church, or community groups.</li> <li>• Research the organizations' values to find a good fit with yours.</li> <li>• Consider earning a master's degree in public administration or non-profit administration.</li> </ul>
<b>Government</b> City/Town Management Legislative Services Public Information Social Services Community Affairs	170 departments and agencies in the federal government Local and state government Political parties Legislatures/ elected officials School districts	<ul style="list-style-type: none"> <li>• Minor in an applicable interest area such as business, political science, or public administration.</li> <li>• Maintain a strong GPA as government programs are very competitive</li> <li>• Volunteer to work on a local or national political campaign.</li> <li>• Get involved with student government and campus campaigns.</li> <li>• Get an internship with a government agency to get a foot in the door.</li> </ul>
<b>Higher Education</b> Teaching Student Support/Affairs Administration	Colleges or universities Two-year & community colleges Technical schools Professional schools	<ul style="list-style-type: none"> <li>• Earn a master's degree or Ph.D. for teaching</li> <li>• Find a mentor in a related field to provide career guidance.</li> <li>• Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, orientation, admissions, etc.</li> </ul>

\*To learn about these areas and much more visit: [whatcanidowiththismajor.com/major](http://whatcanidowiththismajor.com/major) • © 2011 What Can I Do With This Major

## Enrichment Opportunities

### Internships

For more information contact the Communications Department.  
[usm.maine.edu/cecd](http://usm.maine.edu/cecd)

### Study Abroad

For more information contact the USM Office of International Programs.  
[usm.maine.edu/international/study-abroad](http://usm.maine.edu/international/study-abroad)

### Clubs & Organizations

For a complete list of student organizations:  
[webapp.usm.maine.edu/pathways/list](http://webapp.usm.maine.edu/pathways/list)

### USM Corporate Partners

The USM Corporate Partners are over 350 business people, from nearly 100 companies. [usm.maine.edu/corporatepartners](http://usm.maine.edu/corporatepartners)

## Helpful Career Links

### **USM e-Recruiting:**

USM's career network for job and internship searches. [usm.maine.edu/community-engagement-career-development/usmcareerconnections](http://usm.maine.edu/community-engagement-career-development/usmcareerconnections)

### **O\*NET OnLine:**

Learn more about a career opportunity by researching it with O\*NET. [onetonline.org](http://onetonline.org)

### **Occupational Outlook Handbook:**

Learn more about a career opportunity by researching it with OOH. [bls.gov/oooh](http://bls.gov/oooh)

### **PROFESSIONAL ASSOCIATIONS To name a few...**

[Public Relations Society of America](http://prsa.org)

[National Association of Broadcasters](http://nab.org)

[Magazine Publishers of America](http://magazinepublishers.org)

[National Communication Association](http://nca.org)

[American Advertising Federation](http://advertising.com)

[The Association for Women in Communications](http://awc.org)

