

VISUAL & PERFORMING ARTS: COMMUNICATION

This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

DESCRIPTION OF COMMUNICATION

According to the National Communication Association, “Communications focuses on how people use messages to generate meanings within and across various contexts, and is the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.”¹ With a concentration in Communication, you should expect to develop outstanding skills in critical analysis, written and oral communication, cultural and environmental awareness, and ethical communication. With a bachelor’s degree in Visual & Performing Arts, you can pursue entry level positions in business, entertainment, public service, journalism, technical writing, education, and public relations (just to name a few). Likewise, you can continue your education in graduate programs to study business, law, administration, government, medicine, or any number of fields in the social sciences and humanities. It is important to identify an area of interest and take the initiative to develop the appropriate skills, experience, and credentials to enter your chosen field.

MARKETABLE SKILLS

- **Communication**—Ability to express thoughts and ideas clearly and professionally to diverse audiences
- **Creative Problem Solving**—Ability to view problems in multiple ways and generate unique solutions
- **Research**—Ability to analyze and gather information from a variety of sources
- **Interpersonal**—Ability to communicate effectively with people from various backgrounds

POSSIBLE INTERNSHIPS

AmeriCorps VISTA North Texas, Collin County History Museum Program, Curriculum Dev.	Policentric, Legislation Impact Intern
Brown Books Publishing Group, Editorial Intern	S&P Global, Commodity Associate Summer Program
CBS Radio, Production Intern in Production	Tesla, Technical Writing Internship/Co-Op
City of Dallas, Digital Media Intern – Public Information Office	Town of Flower Mound, City Management Intern
Frontier Communications, HR Intern	Travelers Insurance Co., Business Insurance Underwriting Professional Development Program
Fujitsu, Courseware Developer Intern	Wolf Trap: Communications/Marketing Intern

POSSIBLE JOB TITLES

Account Executive	Event Coordinator	Operations Manager
Alumni Coordinator	Grant Writer	Patient Rights Advocate
Author	Human Resources Manager	Politician
Career Counselor	Instructional Designer	Public Affairs Director
Communications Consultant	International Relations Officer	Public Relations Specialist
Community Outreach Director	Interpreter / Translator	Publicist
Copywriter	Journalist	Real Estate Agent
Diversity Consultant	Lawyer	Teacher
Editorial Assistant	Lobbyist	Training Specialist
Entertainment Agent	Market Researcher	University Administrator

1. National Communication Association. “What is Communication?” *About NCA*, <https://www.natcom.org/about-nca/what-communication>

POSSIBLE EMPLOYERS

A. Larry Ross Communications	Federal Government	Southwest Airlines
Aetna Inc.	Frontier Communications	State Farm
AmeriCorps	FUNimation Entertainment	The Center for American and International Law
AMS Pictures	JCP Media Inc.	The Dallas Morning News
AT&T	NBC Universal	The Marketing Arm
Audubon Texas	North Texas Public Broadcasting, Inc.	The Power Group
Brown Books Publishing Group	Nunez PR Group	Time Warner Cable
CBRE Group	Pioneer Natural Resources USA	Under Armour
Cinemark USA, Inc.	Poo-Pourri	United Nations
City of Dallas	Richards Group	UT Dallas
Dallas Business Journal		

EMPLOYMENT WEBSITES

[CometCareers](#)
[GettingHired](#)
[Indeed.com](#)
[Idealist.org](#)
[USAJobs.gov](#)

[Bridgespan Nonprofit Job Board](#)
[LinkedIn.com – Recent Graduates](#)
[Media Bistro](#)
[PR Crossing](#)
[PRSA Job Center](#)

PROFESSIONAL INDUSTRY RESOURCES

[Association of American Publishers](#)
[Association of Women in Communications](#)
[Association of Writers and Writing Programs](#)
[Creative Organizations in DFW](#)

[International Assoc. of Business Communicators](#)
[National Communication Association](#)
[Public Relations Society of America](#)
[Society for Technical Communication](#)

RESEARCHING JOB TITLES & CAREERS

[Careeronestop](#)
[Employers of Communications Majors](#)
[Federal Occupations by College Major](#)

[O*Net](#)
[Occupational Outlook Handbook](#)
[Quintessential Careers](#)

STUDENT ORGANIZATIONS / CAMPUS RESOURCES

Alpha Phi Omega
Club Improv
Feather Guns - UTD Creative Writing
Military and Veteran Center
Pride at UTD

Society for Human Resource Management
Student Government
Student Leadership Programs
Student Media
Student Union & Activities Advisory Board (SUAAB)

CAREER READINESS – CORE COMPETENCIES EMPLOYERS SEEK

[Career readiness](#) is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace. Take time to intentionally develop and demonstrate these competencies in your classes, projects, volunteerism, campus involvement, PT jobs and internships.

- Critical Thinking/Problem Solving
- Oral/Written Communication
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency