

Business Communication

Career Pathways

School of Design

Overview:

The Business Communication program provides students with the powerful skills and communication strategies necessary to build brands and tell the stories of individuals and organizations. Students gain skills necessary to work with creative teams in a organization. In this integrated major, students earn a strategic communication degree designed for success in fields such as public relations, social media marketing & R P P X Q L F D W L R Q x & U L W L F D O 7 K L Q N L Q J

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- x Leadership
- x Professionalism
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Common Pathways:

- Marketing/Design Account Manager
- Public Relations Specialist
- Social Media Coordinator
- Event Planner
- Event Coordinator
- Corporate Communications
- Sports Communication
- Advertising
- Community Relations
- Web Content Writer/Blogger
- Journalist/Writer
- Magazine Writer

Common Industries:

- Public relations firms
- Advertising agencies
- Sports and entertainment organizations
- Print and electronic media
- Hotels/hospitality industry
- Hospitals and other healthcare organizations
- Real estate agencies
- Digital marketing (l)-6 [(R)6.4 (ad)-4.1 (i)2.9 (o)-4 (an)8 (d)-

