What Can I Do With This Ohio State Major?

Bachelor of Arts
Communication
College Arts and Sciences

Education in Communication focuses on the relationships among the communicator (speaker, writer), the message (oral, written, electronic), the receiver (individual, group), the media, and the social and cultural environment in which communications take place. By studying these elements across various contexts, students develop an understanding of principles of communication, the strategies for analysis of communication problems and solutions, and tactics to communicate effectively. The program aims to produce graduates who have a broad knowledge of contemporary communication challenges and who are equipped to apply their knowledge and understanding to a variety of practical situations. Students pursuing a communication major will complete a specialization within one of three program areas: new media and communication technology, strategic communication, or communication analysis and practice.

Career Areas/Job Titles:

**Communication and Media**
- Human Resources manager
- Advertising manager
- Government/Politics
- Usability Analysts
- Advertising manager
- Producer
- Research Analyst
- Online Content Developer
- Public Broadcaster
- Foreign Service Officer
- Multimedia Designer
- Education
- Program Administrator
- User Interface Designer
- Professor/Teacher
- Community Director
- Social Media Specialist
- School Administration
- Lawyer
- Communication Specialist
- Non-Profit/Advocacy
- Marketing Coordinator
- Program Coordinator
- Contractor
- Public Relations Coordinator
- Fundraising Coordinator
- Real Estate Agent
- Management Consultant
- Customer Service Director

*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

Transferable Skills:

- Basic Computer Skills
- Persuasion
- Teamwork
- Business Fundamentals
- Provide/Respond to Feedback
- Creativity/Imagination
- Communications and Media
- Public Speaking
- Gathering Information
- Editing
- Speaking Effectively
- Adaptability/Flexibility
- Expressing Ideas
- Technical Writing
- Planning
- Facilitating Group Discussion
- Use Technology Effectively
- Prioritizing Tasks
- Interviewing
- Written/Verbal Communication
- Strategic Planning/Visioning
- Listening Skills
- Cultural Understanding
- Analytical/Critical Thinking
- Cultural Understanding

*This is not an extensive list of transferable skills. See larger list of skills you might develop here. [http://ccss.osu.edu](http://ccss.osu.edu)

Professional Links:

- International Association of Business Communications: [http://www.iabc.com/about/](http://www.iabc.com/about/)