

COMMUNICATION

Real Opportunities

Communication is a major that will challenge your thinking about who you are and the world you live in. It will strengthen your skills in oral, written, interpersonal, intercultural, and digital communication. Our program emphasizes creative problem-solving, collaboration, and leadership skills that can be applied to personal and professional situations.

As a major for the 21st century, communication intersects the local and the global. The communication major values diversity, social justice, and self-empowerment through knowledge.

Career Outlook



\$ MEDIAN PAY*

JOURNALISM	\$36,000/yr
PUBLIC RELATIONS SPECIALIST	\$55,680/yr
MARKETING EXECUTIVE	\$127,130/yr
ADVERTISING SALES AGENT	\$47,890/yr

COMMUNICATION OCCUPATIONS PROJECTION

*2014, BUREAU OF LABOR STATISTICS

Topics You'll Address

- Conflict Resolution
- Media Studies
- Intercultural Competence
- Public Relations
- Organizational Communication
- Communication Theory and Research Methods

Amazing Results

Communication majors work in a variety of jobs in private and public sectors. You'll find our alumni on the radio, in the television control room, in marketing, public relations, and sales, human resources, education, and social work.

Communication alumni are teaching, producing music, directing TV shows, writing food blogs, managing health programs and youth services, resolving conflicts, seeking entrepreneurial success, and living rich, meaningful lives.



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Want hands-on experience with broadcasting? Get involved with WIPZ, our campus radio station.

Your Parkside Experience

- Lambda Phi Eta Communication Honor Society club
- Get involved with WIPZ, the campus radio station, or the campus newspaper, Ranger News
- Parkside Association of Communicators organizes events and brings in interesting guest speakers
- Faculty mentors with real-world experience
- Internships and community-based learning and research
- **Minors:** Communication, Organizational Communication, Public Relations
- **Certificates:** Conflict Analysis & Resolution, Digital & Media Literacy

UNIVERSITY OF
WISCONSIN **PARKSIDE**