

Corporate Communications For Liberal Arts Majors

The corporate community has many jobs that involve the promotion of organizational goods or services. This can be accomplished through newsletters, memos, position papers, letters from the president, corporate training, seminars, workshops, conventions, advertisements, publicity campaigns, community relations or media contacts.

Because organizations are looking for team players who can clearly express their ideas, Liberal Arts majors are natural candidates for these positions.

Potential Job Titles

Consultant	Community liaison
Corporate communicator	Government mediator
Investor relations specialist	Spokesperson
Public information officer	Media coordinator
Intercultural communicator	Corporate trainer

Potential Employers

Corporations	Writing/editing firms
Nonprofit associations	Labor unions
Consulting firms	State agencies
Utility companies	Public relations firms
Educational institutions	Hospitals and medical centers

Related Occupations

The following occupations draw on similar skills and may be a possibility for Liberal Arts graduates:

- Biocommunications
- Development specialist
- Financial manager
- Health science communications
- Industrial psychologist
- In-house legal counsel
- Lobbyist
- Technical writer
- Volunteer coordinator

Training and Qualifications

The following skills have been identified as most commonly used in communication jobs:

Audience research	Magazine layout
Audiovisual production	Management skills
Budgeting/cost control	Media contact
Communication planning	Newsletter editing
Communication theory	News writing
Event planning	Personnel supervision
Feature writing	Photography
Feedback system design	Print production
Film production	Proposal writing
Government relations	Scriptwriting
Graphic design	Speakers bureaus
Identity programs	Speech writing
Investor relations	Time management

Also classes in economics, finance, management, sociology, psychology and public speaking can help to enrich your skill base.

Strategies

- Visit firms for which you would like to work. Conduct an informational interview with an employer to learn more about their job.
- Get as much hands-on experience as possible. You can do this by working for the student newspaper or yearbook staff, helping to organize student activities or becoming a peer counselor.
- Participate in an internship or cooperative education in the field of communications.
- Join professional associations as they often maintain a job bank. The journals or newsletters they publish usually contain job advertisements as well.
- Begin to network with someone in your desired job. Former Aggies are a great place to start. Visit an Aggie club meeting in the region in which you would like to work. Many meet weekly or monthly. To find information about Aggie clubs, go to the Former Student Association homepage at <http://aggienet.tamu.edu/cctr/oldags.html> and click on networking.

Professional

Organizations

Association for Business Communication
University of North Texas
College of Business
Department of Management
Denton, TX 76203
132.236.16.68/orgs/abc/info.htm

International Associations of Business Communicators
One Hallidie Plaza, Suite 600
San Francisco, CA 94102
www.iabc-capitale.com

National Council For Marketing and Public Relations
c/o Becky Olson
364 North Wyndham Avenue
Greely, CO 80634
www.ncmpr.org

Public Relations Society of America
33 Irving Place
New York, NY 10003
www.prsa.org

Speech Communication Association
5105 Backlick Road, Building East
Annandale, VA 22003

Resources

Camenson, Blythe. (1997). *Great Jobs for Liberal Arts Majors*. VGM Career Horizons.