

What you can do with your **COMMUNICATION ARTS MAJOR**



Communication Arts Major Skills:



Effective Communication

You skillfully use a wide variety of media, such as writing, speeches and presentations, podcasts, social media, cinema, and digital video to communicate purposefully and ethically.



Digital Technology

You leverage existing digital technologies to creatively solve problems, complete tasks, and accomplish goals; adapt to new and emerging technologies.



Analytical Thinking

You analyze rhetoric, media, and other forms of communication using research; examine the significance of communication for individuals, publics, politics, and in complex organizations.



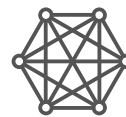
Global/Intercultural Fluency

You learn to value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions; demonstrate openness, inclusiveness, sensitivity; interact respectfully with all people and understand individuals' differences.



Teamwork/Collaboration

You build collaborative relationships with colleagues and clients from diverse backgrounds; work within a team structure; negotiate and manage conflict or competing visions.



Communication Within Complex Organizations

You understand communication processes within a diverse range of political, corporate, nonprofit, and creative organizations; identify how institutions might change, grow, and innovate through leadership and advocacy.

Supplement Your Skills With:



Career, Mentorship & Self Development



Professional Networking



Data Analysis & Interpretation



Leadership On & Off Campus



Experience Fostering Professional Equity & Inclusion



Research, Internships and/or Part-Time Work

Chart Your Path Forward

Activate Your Handshake Account

for connections to jobs, internships, employer & alumni networking.

Explore Career Communities

to discover a wide variety of fields where you can turn your major into success.

Get Career & Internship Advising

from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.

Get Started: successworks.wisc.edu

Put your Comm Arts major to **WORK**

Frequent Alumni Job Titles:

1. Account Executive
2. President
3. Digital Marketing/Marketing Manager
4. Producer
5. Owner/Partner/Founder
6. Chief Executive Officer
7. Marketing/Creative Director
8. Business Development Manager
9. Executive Assistant
10. Consultant
11. Editor
12. Attorney
13. Brand Manager
14. Copywriter
15. Graphic Designer



Top Employers of Alumni:

Top 10:

1. American Family Insurance
2. Epic
3. CUNA Mutual Group
4. Target
5. AT&T
6. 3M
7. Google
8. Zendesk
9. Amazon
10. Apple

Additional Employers:

- U.S. Bank
- Kohls
- Northwestern Mutual
- AMC Networks
- Allstate
- American Cancer Society
- Madison Metropolitan School District



Recent Grads' Career Plans:

- 87%** Employment
- 10%** Continuing Education or Grad School
- 3%** Other

Industry of Employment:

1. Arts & Entertainment
2. Marketing
3. Information Tech
4. Media
5. Consumer Goods
6. Hospitality
7. Healthcare
8. Retail
9. Education
10. Human Resources

Where Alumni Live & Work:

- 30%** Wisconsin
- 12%** Illinois
- 9%** California
- 9%** New York
- 5%** Minnesota
- 35%** Other



"My Comm Arts major taught me the basics and background of media, including ratings definitions, FCC regulations, the history of broadcast media, and understanding of spectrum. These things actually come up regularly and it pays to have a broad understanding of how media works, how it's regulated, and how things are measured."

Eric Greiling, 1990
Chief Development Officer, PBS Wisconsin
Executive Director, Friends of PBS Wisconsin
Madison, WI



"One class I greatly appreciated was Great Speakers and Speeches (COMM ARTS 370) as I learned by reading and listening to speeches from some of the greatest orators how to effectively communicate my point of view. I use this skill daily when presenting to upper management, drafting emails to colleagues or communicating with the media."

Coral Graszer, 2011
Public Relations & Communications Manager
Fiskars Group
Madison, WI

Career Communities for Comm Arts Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a couple suggestions for where Comm Arts majors can start.

- **Communications, Entertainment & the Arts**
- **Consulting, Finance, Management & Client Relations**

Not inspired by these options? Visit **SuccessWorks** to explore more widely.

successworks.wisc.edu