

NC STATE UNIVERSITY

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Communication

Department of Communication
College of Humanities & Social Sciences

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Description of Major

The Communication program provides opportunities for study and training in human communication for professionals entering business, industry, non-profit organizations, or government service. Today, many organizations are seeking graduates with demonstrated competencies in human communication to fill positions that require constant and skillful contact with a wide variety of internal and external publics.

There are three concentrations from which students must select one:

Communication Media: This curriculum investigates the structure, operation, and social effects of the media in the United States with emphasis on electronic media. Course topics include broadcast and non-broadcast media writing and production, media criticism, and media history.

Public and Interpersonal Communication: This curriculum addresses the analytical, theoretical, and skills approaches to the study of human communication processes and problems, including interpersonal relationships, group processes, conflict management, public and political discourse, argumentation, and persuasion ethics.

Public Relations and Organizational Communication: This concentration provides instruction in the communication theories and methods applied by organizations to establish and maintain mutually beneficial relationships with employees, governments, stockholders, and other publics.

Depending upon their area of specialization, graduates may find employment opportunities as communication consultants, media specialists, trainers, public relations specialists, therapists, or performers.

Courses include:

Public Speaking, Interpersonal Communication, Business and Professional Communication, Persuasion Theory, Argumentation and Advocacy, Interracial Communication, Communication Disorders, Public Relations, Analysis of Entertainment Media, and Film Production.

- ✕ The Undergraduate Catalog shows a listing of Communication courses, and the degree audit shows the curriculum course requirements for this major. If you are interested in expanding your career options, consider double-majoring and/or adding a minor.

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Skills You Develop In This Major

- Writing/editing
- Speaking: persuasive, interpersonal, expository
- Marketing/Promoting

Gaining Career-Related Experience

You are strongly encouraged to gain career-related experience prior to graduation in the form of an internship, summer job, or co-op. Internship in Communication (COM 496), the Department of Communication internship course, is open to seniors majoring in Communication who have earned a GPA of at least 3.0 for all COM courses attempted. COM 496 is available for qualified seniors in all five Communication Department concentrations, but it is required of all students enrolled in the Public Relations and Organizational Communication (LCP) concentration. If a student in the LCP curriculum does not qualify for COM 496 (that is, does not have a minimum 3.0 GPA for all COM courses), he/she cannot graduate in the LCP curriculum. Internships not related to COM 496 will not qualify for academic credit, but students may receive compensation from employers.

Co-op is a program of alternating semesters of work and school. Paid work terms of increasing responsibility enable students to graduate with the minimum equivalent of one year of relevant work experience. Full-time enrollment during the semester prior to the first work term is required. You can begin co-op after completion of at least two semesters (30 credit hours) at NC State (one semester for transfers and graduate students). An NC State transcript must show grades and admission to a degree program. A minimum Grade Point Average (GPA) of 2.50 (3.00 for graduate students) is required. The [Co-op Office](#) web site lists the Orientation Schedule, which is the first step to program participation.

Internships are typically full-time during the summer or (for some) part-time during the semester. You can start interning or seeking summer jobs related to your field, whenever you are ready. The University Career Center provides services to help you get started.

Participate in ePack, the Career Center's on-line system that connects employees with students through internship postings, on-campus interviews, information sessions, and resume searches. You may activate your [ePack](#) account at any time.

Internship Example

- [RBC Center Intern](#)
- [National Multiple Sclerosis Society Intern](#)
- [Capitol Broadcasting Internship](#)

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Sample Career Titles and Possible Work Settings

The following lists provide a brief sampling of the kind of jobs and work environments you might find with a degree in this major. These titles and work settings are by no means an exhaustive listing. Because the world of work is always changing, over time job titles and work settings can change. The below listing is provided in hopes of giving you initial insight into a particular career field that would employ the skills and knowledge gained through this major.

Sample Career Titles	Sample Work Settings
Fundraiser	Non-Profit Organizations
Community Relations Professional	Private Corporations
Account Writer & Public Relations Associate	Advertising Agencies
Public Information Officer	Private Corporations
Program Manager	TV/Radio Stations
Speech Writer	Government Administration

Careers Needing Advanced Degrees

- [College/University Professor](#)
- [Speech-Language Pathologist](#)
- [Audiologist](#)
- [Academic Researcher](#)

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Salary

[University Career Center Advising Central CALS Career Services](#)

Baccalaureate - \$ \$41,317; general humanities salary; not specific to this major

From NACE national salary survey, July 2008

[Textiles Career Services Cooperative Education](#)

The salary listed above is an average starting salary based on skills and experiences gained at the Bachelors level. Keep in mind that salary level typically increases with additional experience and/or educational degrees.

Furthermore, you may have the opportunity to mold an entry-level position into

your dream job and subsequently increase your salary as you learn more, add responsibilities and gain experience.

NC State Related Organizations & Clubs

The National Communication Honor Society(Lambda Pi Eta, Beta Chapter)

Faculty Adviser: Dr. Robert Laurence Schrag,
robert_schrag@ncsu.edu

National Student Speech Language and Hearing Association (NSSLHA)

Faculty Adviser: Dr. Daniel DeJoy, 515.9736,
dejoy@social.chass.ncsu.edu

Public Relations Student Society of America (PRSSA)

Faculty Adviser: Dr. Jessica Jamison, 513.1477, jameson@ncsu.edu

Professional Resources (Outside NC State)

These resources include organizations, clubs, and conferences not affiliated with NC State and can be an important part of your career pursuit.

- **Communications Roundtable-** A comprehensive listing and links to Communications professional organizations.
- **International Special Events Society**

Links to Related Resources

- **University Career Center**
- For more specific information on occupation/job skills, expectations, and salary, go to the Occupational Information Network site and search for a specific job. (*hint: for salary info, select a report on one of the jobs and find the wages link at the bottom of the page.*)
- The list of available Minors at NC State.
- Experimental Courses Listing (a.k.a. Special Topics)
- Department of Communication
- College of Humanities & Social Sciences
- Cooperative Education Program

Next Steps

Need more information about this major? Contact the expert on this major, Coordinator of Advising.

Explore other Majors

Don't want this major? Continue exploring the available majors.

Maybe this Major

Still unsure of your major and/or not sure what to do next?

*Yes, Want
this Major*

You know you want this major. What do you need to do now?

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