

COMMUNICATION: INTEGRATED MARKETING

CONNECTING MAJORS TO CAREERS

Below you will find a list of **some** careers linked to this major. Remember, your major does not always determine your career. Contact the departmental advisor for information about additional education requirements.

Sample Job Titles related to this degree:

| | | |
|-------------------------------------|--|-----------------------|
| Account Executive | Advertising Copywriter | Advertising Manager |
| Chief Advertising Executive | Chief Communication Executive | Creative Director |
| Chief Public Relations Executive | Manager of Internal Communication | Projector Coordinator |
| Marketing Communications Specialist | Product/Brand Manager | Media Buyer |
| Media Relations Manager | Business to Business Sales | Trade Show Manager |
| Public Relations Manager | Sales Promotion Manager or Coordinator | |

Sample Job Titles requiring further education:

| | | |
|---------------------------------------|--|------------------|
| Middle/High School Journalism Teacher | University/College Instructor or Professor | Research Analyst |
| Director of Communications | Director of Investor Relations | |

Helpful Websites:

Public Relations Society of America (<http://www.prsa.org>)
International Association of Business Communicators (<http://www.jabc.com>)
American Advertising Federation (<http://www.aaf.org>)
American Marketing Association (<http://www.marketingpower.com>)
Association for Education in Journalism and Mass Communication (<http://www.aejmc.org>)
Institute for Public Relations (<http://www.instituteforpr.org>)
Advertising Age Power 150 – top blogs in advertising and Public Relations (<http://adage.com/power150>)
National Communications Association (<http://www.natcom.org>)
Occupational Outlook Handbook (<http://www.bls.gov/OCO>)
O*Net (<http://online.onetcenter.org/>)
Choosing A Major (http://www.cco.purdue.edu/Student/Series_Major.shtml)
<http://www.fhsu.edu/aace/MAJORS/index.shtml>

Next Steps:

- Take a course to explore/confirm your interest in the major(s).
- Ask faculty members about local resources and about what their graduates are doing.
- Talk to someone doing the work you are considering to find out what you would do day-to-day.
- Volunteer in a related role.
- Get involved in a related student or national professional organization.
- Take Career Network Experience to be matched with a mentor.
- Ask your parents about whom they know in your field of interest.
- Find out if graduate work is necessary or preferred for what you want to do.
- Get a part-time job, internship or co-op to explore your field of interest first hand.

WSU Resources:

Career Development Center – Brenan III – 978-3688, <http://www.wichita.edu/careerdevelopment>
(Career Assessment, Resume and Interview Reviews, Job Search Counseling, Cooperative Education and Internship Opportunities)

Graduate School – 107 Jardine Hall – 978-3095, <http://www.wichita.edu/graduate>

Liberal Arts Advising Center – 115 Grace Wilkie Hall – 978-4757, <http://www.wichita.edu/LASadvising>
(Career Exploration Course and Workshops (LAS I 102, LAS I 150D) academic advising for LAS and deciding majors)

Communication Department: 102 Elliott Hall, 978-3185, <http://wichita.edu/elliott>
Undergraduate Advisor: Amy DeVault, 978-6052, amy.devault@wichita.edu
223 Elliott Hall

(Major Advising, Related Career Information, preparing for Graduate School)