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
Chief Advertising Executive
Chief Public Relations Executive
Marketing Communications Specialist
Media Relations Manager
Public Relations Manager
Advertising Copywriter
Chief Communication Executive
Manager of Internal Communication
Product/Brand Manager
Business to Business Sales
Sales Promotion Manager or Coordinator

Sample Job Titles requiring further education:
Middle/High School Journalism Teacher
Director of Communications
University/College Instructor or Professor
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 Assessment, Resume and Interview Reviews, Job Search Counseling, Cooperative Education and Internship Opportunities)


(Career Exploration Course and Workshops (LAS I 102, LAS I 150D) academic advising for LAS and deciding majors)

Communication Department – Jeff Jarman, Pre-Major Advisor, 102J Elliott Hall – 978-6075,
http://webs.wichita.edu/?u=elliott
(Major Advising, Related Career Information, preparing for Graduate School)