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
- Advertising Manager
- Creative Director
- Projector Coordinator
- Media Buyer
- Trade Buyer

Sample Job Titles requiring further education:
- Middle/High School Journalism Teacher
- Director of Communications
- University/College Instructor or Professor
- Director of Investor Relations
- Research Analyst

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)
- O*Net (http://online.onetcenter.org/)
- Choosing A Major (http://www.cco.purdue.edu/Student/Series_Major.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)


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)