

Careers and the Communication Arts Major

Communication Science & Rhetorical Studies

After completing a liberal arts education with a Communication Arts major, Com Arts alumni pursue a variety of careers. Below is a sampling of their occupations gathered from an alumni survey. Alumni selected the category that best described their occupation. Although the lists have been divided by concentration within the major, students are encouraged to look at both lists. Many of the occupations can be pursued by completing either concentration. Some of the positions require additional education.

Advertising/Marketing/Public Relations

Account Coordinator
Account Director
Account Executive
Account Manager
Account Supervisor
Assistant Account Executive
Assistant Account Manager
Associate Editor
Associate Product Marketing Manager
Brand Activation Specialist
Client Partner
Communications & Marketing Manager
Communications Coordinator
Communications Director
Communications Manager
Community Marketing Executive
Community Relations Coordinator
Corporate Communications Specialist
Creative Director
Digital Coordinator
Digital Marketing Specialist
Digital Media Analyst
Digital Media Coordinator
Director
Director, Business Communications
Director, Client Communications
Director, Communication
Director, Marketing & Client Services
Director, Integrated Brand Marketing
Director, Senior Adults
E-Commerce Manager
Field Marketing Consultant - Experiential Events
Front Desk & Marketing Coordinator
Junior Account Executive

Advertising/Marketing/Public Relations

Manager, Affinity Marketing
Manager, Local Business Outreach
Manager, Team Effectiveness
Managing Director
Marketing & Communication Director
Marketing & Communications Assistant
Marketing & Development Assistant
Marketing Assistant
Marketing Communication Manager
Marketing Consultant
Marketing Coordinator
Marketing Data Analyst
Marketing Director
Marketing Manager
Marketing Manager & Yoga Instructor
Marketing Services Project Manager
Marketing Specialist
Media Associate - Video Investment
Media Relations Consultant
Media Research & Analytics Coordinator
Media Strategy: Paid Search Strategist
Online Merchandiser, Women's Apparel
Owner/Managing Partner
President/Owner
Project Coordinator
Public Relations Account Executive
Public Relations Specialist
Sales & Marketing Coordinator
Sales Planner
Senior Account Executive
Senior Director
Senior Director - Sales
Senior Negotiator
Senior Specialist, Corporate Communications
Social & Digital Media Specialist
Social Media Account Supervisor
Social Media Data Analyst
Staff Assistant II, Communications Specialist
Supervisor, OMD Social
University Relations Specialist
Vice President
Vice President, Client Strategy
Vice President, Marketing & Strategy
Writer-Editor

Attorney/Legal Field

Assistant Attorney General
Assistant City Attorney
Assistant State Public Defender
Associate Attorney
Attorney
Attorney (non-equity Partner)
Attorney/Partner
Attorney-Advisor
Business & Content Development Manager
Criminal Data Entry Clerk
Deputy Assistant Attorney General
Deputy Attorney General
Director
District Attorney
In-House Corporate Counsel
Law Student
Legal Community Liaison
Legal Counsel
Paralegal

Business/Finance

Associate Administrator, NASA
Auto Dealer
Business Owner
Business Administrative Specialist
Business Development Manager
Business Process Owner - Supply Chain
Business Transformation Consultant
CEO
Chief Operating Officer
Client Relations Director
Communications Manager
Director, Product Management
Director, Stadium Services
Executive Global Manager
Executive Vice-President & General Manager of Commercial Operations, North America
Investment Company Owner
Lending Manager
Licensed Financial Planner
Manager, Lab Services Consulting
Managing Director
Office Manager
Operations Representative
Owner

Business/Finance continued

Owner, Langbehn Communication Services
President
President & CEO
President/Founder
Project Manager
Sales & Merchandising Executive
Senior Administrative Assistant
Senior Consultant
Senior Manager, Insurable Risk
Senior Vice President, Branch Manager
Senior Vice President, Director of Marketing Communications
Vice President

Computer/Information Technology

Audience Insights & Research Specialist
Budget Analyst
Business Analyst
Business Application Specialist
IT Director
Product Designer
Product Manager
Program Manager
Project Manager, PMP
Senior Programmatic Lead
Senior Project Management Consultant
Senior Project Manager
Systems Analyst
Technical Trainer
UX Designer
Web Developer

Education

Academic Advisor
Administrative Assistant to Special Services
Admission Officer
Admissions Counselor
Assistant Director, Admissions & Student Services
Assistant Director, Student Life
Assistant Professor
Assistant Professor, Communication Studies
Assistant Professor, Educational Leadership
Associate Director
Associate Director of Programs

Education continued

Associate Professor
Associate Professor, Communication
Associate Professor & Director Management Communication Program
College Instructor
Consultant
Dean & Professor
Director of Instruction
Director of Student Services
Director, Member Services
Director, Office of STEM Initiatives & Interim Director, Posse Program
Educational Consultant
Educational Partnership Rep & Adjunct Faculty
Elementary Educator - Teacher
English Teacher
Event Director
Gifted & Curriculum Coordinator
Graduate Student, Teaching Assistant
High School English Teacher
High School Principal
Instructional Coach
K-12 School Counselor
Library Media Paraprofessional
Library Paraprofessional
Media Specialist
Mental Health Therapist & Student Services Coordinator
Michael R. McVaugh Distinguished Professor of Dramatic Art
Office Administrator/Private Tutor - 2nd Ed.
Physical Education Teacher/Chairperson/Coach
Preschool Teacher
President & Co-Founder of Project 88 Foundation
Professor
Professor of Education and PhD Training Program Director
Professor of Psychology
Professor, Communication
Programs & Operations Director
Provost & Vice Chancellor for Academic Affairs Emeritus
Reading Interventionist
School Counselor
Senior University Business Liaison
Spanish Medical & Community Interpreter and General Office Assistant
Special Education Teacher
Speech Language Pathologist
Student Development Counselor
Student Services Coordinator
Substitute Teacher

Education Continued

Teacher
Teacher & Tutor
Technology Coordinator/Digital Facilitator
Wisconsin Teacher of the Year Program Coordinator

Entertainment Industry

Actor/Dancer
Attorney/Actress
CEO
Producer
Producer/Production Supervisor
Screenwriter & Producer
Senior Producer
Training Design & Development

Government

Analyst
Assistant Security Chief
Business Mail Tech
Commander
Communications Assistant
Deputy Director for Planning
Justice Programs Coordinator
Legislation Assistant
Physical Development Director
Policy Advisor
Policy Specialist
Public Affairs Manager (Public Relations)
Senior Science Communications Specialist
Special Projects Coordinator
Vice President, Government Affairs

Health Care

Associate, Business Development & Communications
Associate Research Specialist
Behavioral Therapist
Business owner
Claims Examiner II
Claims Quality
Clinical Research Project Manager
Clinical Social Worker
Chief Marketing Officer

Health Care continued

Communications Manager
Communications Specialist
Customer Service Specialist
Diagnostic Medical Imaging Student
Financial Coordinator
Licensed Psychotherapist
Manager, Business Change
Medical Student
Occupational Therapist
Patient Relations Representative III
Program Coordinator
Project Manager
Psychologist (Group & Career Counseling Coordinator)
Receptionist
Sales Executive
Senior Communications & Customer Experience Specialist
Vice President, Strategic Partnerships

Human Resources

Chief Human Resources Officer
Corporate Recruiter
Corporate Vice President
Director
Director, Communication Consultant
Human Resources Business Partner
Human Resources Manager
Organizational Development Coach & Consultant
Principal
Project Manger
Recruiter
Recruiting Manager
Regional Recruiter - Healthcare
Vice President - Greetings Human Resources

Journalism/News

Editorial Assistant
News Reporter
Newsdesk Reporter
President, Editorial Services
President
Professional Speaker/Author
Broadcast Journalist
Writer

Market Research

Assistant Media Planner
Consumer Insights Strategist & Research Manager
Director, Digital Insights and Intelligence
Manager, Primary Research
Marketing Manager
New Product Development Research for Fortune 500 companies
Operator
President & CEO
Project Manager

Non-Profit

Assistant in Philanthropic Services
Associate Director, Campaign & Foundation Relations
Bilingual Customer Relations Specialist
Cross Cultural Religious Worker
Development Director
Event Planning Manager
Executive Director
Job coach
Nonprofit Consultant and Coach
Senior Vice President, Development

Sales

Business Development Consultant
Business Development Manager
Business Development Representative
Client Solutions Executive 3
Consumer Goods Sales Executive
Customer Service Manager
Development Manager
Director of Enterprise Accounts, Healthcare
Director, Strategic Pursuit Group
Employee Benefit Sales
Enterprise Solutions Representative
Event Center Sales Coordinator
Executive Business Director, Digital Sales & Marketing
General Manager
Group Sales/Community Relations Coordinator
Home Decor Specialist
Inside Sales Representative
Insurance Sales
International Sales Manager
Key Account Manager
Leadership Program Participant (LPP)/District Manager

Sales continued

Licensed Sales Specialist
Manager Graduate Gemologist
Mortgage Banker
Mortgage Lender
National Account Executive
Outside Sales & Politician
Partner/Editor
President
Private Fleet Sales Rep
Programs Manager
Property Manager
Sales Associate (Supplemental Health Insurance)
Sales
Sales Consultant
Sales Support
Senior Account Manager
Senior Copywriter
Senior Sales Manager
Senior Vice President, Business Development
Territory Business Manager
Unit Manager
Vice President, National Accounts
Vice President, Client Services

Other

Assistant Director of Scheduling & Events
Associate Athletic Director, Internal Affairs & Compliance
Broker Associate (Residential Real Estate)
Campus Field Staff
Career Counselor
Clinical Social Worker, Dance Therapist, Addictions Counselor
Director of Operations
E-Commerce Manager
Email Execution Specialist
Event Logistics Coordinator
Executive
Field Mobilization Specialist
Flight Attendant/ High School Substitute Teacher
Food Service Manager - Catering
Interior Designer
Leadership Coach
Learning and Development Manager & Quality Manager
Librarian
Managment

Other continued

Office Supervisor

Organic Farmer

Owner/Manager Auto Repair

Partner

Personal Professional, Executive, Leadership & Life Coach, Founder & Director

Pilot

Project Manager

Property Assistant

Real Estate Broker

Real Estate Development Coordinator

Scheduling Leader

Senior Business Analyst

Senior Regulatory Counsel

Senior Talent Acquisition Coordinator

Senior Underwriter

Service Coordinator

Tour Guide

Vice President

Wedding & Memorial Service Officiant