

What you can do with your **COMMUNICATION ARTS MAJOR**



Communication Arts Major Skills



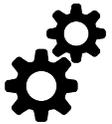
Effective Communication

You skillfully use a wide variety of media, such as writing, speeches and presentations, podcasts, social media, cinema, and digital video to communicate purposefully and ethically.



Digital Technology

You leverage existing digital technologies to creatively solve problems, complete tasks, and accomplish goals; adapt to new and emerging technologies.



Analytical Thinking

You analyze rhetoric, media, and other forms of communication using research; examine the significance of communication for individuals, publics, politics, and in complex organizations.



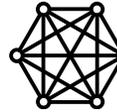
Global/Intercultural Fluency

You learn to value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions; demonstrate openness, inclusiveness, sensitivity; interact respectfully with all people and understand individuals' differences.



Teamwork/Collaboration

You build collaborative relationships with colleagues and clients from diverse backgrounds; work within a team structure; negotiate and manage conflict or competing visions.



Communication Within Complex Organizations

You understand communication processes within a diverse range of political, corporate, nonprofit, and creative organizations; identify how institutions might change, grow, and innovate through leadership and advocacy.

Supplement Your Skills With



Career, Mentorship & Self Development



Professional Networking



Data Analysis & Interpretation



Leadership On & Off Campus



Experience Fostering Professional Equity & Inclusion



Research, Internships and/or Part-Time Work

Chart Your Path Forward

Activate Your Handshake Account

for connections to jobs, internships, employer & alumni networking.

Explore Career Communities

to discover a wide variety of fields where you can turn your major into success.

Get Career & Internship Advising

from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.

Get Started: successworks.wisc.edu

Put your Comm Arts major to **WORK**

Common Alumni Job Titles

- Account Executive/Manager
- Attorney
- Brand Manager
- Business Development Manager
- Chief Executive Officer
- Consultant
- Customer Success Manager
- Director/Executive Director
- Editor
- Marketing/Creative Director
- Marketing Manager
- Owner/Partner/Founder
- President/Vice President
- Producer
- Project/Product Manager

Common Employers of Alumni

- 3M
- Amazon
- American Family Insurance
- Apple
- AT&T
- Epic
- Google
- Green Bay Packers
- iHeart Media
- Kohls
- Microsoft
- NBC Universal
- Northwestern Mutual
- Publicis Groupe
- Target
- TruStage
- University of Wisconsin-Madison
- U.S Bank
- Walgreens
- The Walt Disney Company



Recent Grads' Career Plans

- 84%** Employment
- 11%** Continuing Education or Grad School
- 1%** Volunteer/Service Program
- 1%** Other

Industry of Employment

1. Information Technology
2. Education
3. Arts & Entertainment
4. Marketing
5. Healthcare
6. Finance
7. Media
8. Retail & Hospitality
9. Manufacturing
10. Government

Where Alumni Live & Work

- 31%** Wisconsin
- 13%** Illinois
- 11%** California
- 9%** New York
- 8%** Minnesota
- 28%** Other



"My Communication Arts major provided me with the media knowledge and hands-on experience I needed to be successful in the entertainment industry. Creative storytelling, project management, and attention to detail are skills I use every day. My digital fluency with social media is also extremely valuable in my position!"

Maya Pearl Hysaw, 2022
Production Associate
NBC Sports
Stamford, CT



"One class I greatly appreciated was Great Speakers and Speeches (COMM ARTS 370) as I learned by reading and listening to speeches from some of the greatest orators how to effectively communicate my point of view. I use this skill daily when presenting to upper management, drafting emails to colleagues or communicating with the media."

Coral Graszner, 2011
Head of Public Affairs
Epic
Madison, WI

Career Communities for Comm Arts Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a couple suggestions for where Comm Arts majors can start.

Not inspired by these options? Visit SuccessWorks to explore more widely.

- **Communications, Media & the Arts**
- **Consulting, Finance & Business Roles**