CAREER PATHWAYS

COMMUNICATION STUDIES
COLORADO STATE UNIVERSITY

This document was designed to help students envision the possibilities that a Communication Studies degree provides. By no means, are these pathways exhaustive. We hope that it helps you as you consider various career pathways and imagine different ways you might combine classes from our major to achieve your goals.

CAREER PATHWAY: BUSINESS

WHAT I DO:
- CEO, Executive, Director, or Manager
- Corporate Relations Specialist
- Communication Consultant
- Writer & Editor
- Sales Manager & Representative
- Buyer & Purchasing Agent
- Recruiter
- Labor Relations
- Customer Experience Manager

WHERE I WORK:
- Product & Service Organizations
- Consulting Firms
- NGO & Not For Profit Sectors
- Think Tank
- Private Corporations
- Small Businesses

Potential Courses:
- SPCM 232 Small Group Communication
- SPCM 278H Organizational Training
- SPCM 300 Advanced Public Speaking
- SPCM 331 Nonverbal Communication
- SPCM 333 Professional Communication
- SPCM 334 Co-Cultural Communication
- SPCM 335 Gender and Communication
- SPCM 337 Persuasion
- SPCM 378: Virtual Workplace
- SPCM 408 Applied Deliberative Techniques
- SPCM 432 Interpersonal Communication
- SPCM 433 Communication in Organizations
- SPCM 434 Intercultural Communication
- SPCM 436 Conflict Management
- SPCM 486 Practicum

CAREER PATHWAY: EVENT PLANNING & HOSPITALITY

WHAT I DO:
- Executive, Director, or Manager of Events
- Convention and Meeting Planner
- Exhibition Coordinator
- Festival Manager
- Event Organizer
- Hospitality Specialist
- Client Experience Representative
- Marketing & Promotional Planner

WHERE I WORK:
- Private, Government, & Association Sectors
- Cultural, Festival, Sports, Music, Tourism, & Hospitality Businesses
- Corporate & Entrepreneurial Companies

Potential Courses:
- SPCM 232 Small Group Communication
- SPCM 278A Convention and Meeting Planning
- SPCM 278F Organizing Film Festivals
- SPCM 300 Advanced Public Speaking
- SPCM 331 Nonverbal Communication
- SPCM 334 Co-Cultural Communication
- SPCM 333 Professional Communication
- SPCM 337 Persuasion
- SPCM 408 Applied Deliberative Techniques
- SPCM 432 Interpersonal Communication
- SPCM 433 Communication in Organizations
- SPCM 434 Intercultural Communication
- SPCM 436 Conflict Management
- SPCM 486 Practicum

CAREER PATHWAY: GOVERNMENT, POLITICS, & COMMUNITY ENGAGEMENT

WHAT I DO:
- Campaign Manager
- Public Information Officer
- Speechwriter
- Press Secretary
- Community Affairs Liaison
- Lobbyist
- Social Service Specialist
- Foreign Service Officer
- Mediator, Facilitator, or Counselor
- Community Affairs Manager

WHERE I WORK:
- Legislative, Executive, & Judicial Branch Sectors
- Law Firm
- City or Town Government
- Local, Regional, National, & International Institutions

Potential Courses:
- SPCM 232 Small Group Communication
- SPCM 300 Advanced Public Speaking
- SPCM 311 Historical Speeches on American Issues
- SPCM 331 Nonverbal Communication
- SPCM 332 Communication and Human Trafficking
- SPCM 334 Co-Cultural Communication
- SPCM 337 Persuasion
- SPCM 349 Freedom of Speech
- SPCM 401 Social Movements
- SPCM 407 Public Deliberation
- SPCM 408 Applied Deliberative Techniques
- SPCM 411 Contemporary Speeches on American Issues
- SPCM 420 Political Communication
- SPCM 432 Interpersonal Communication
- SPCM 433 Communication in Organizations
- SPCM 434 Intercultural Communication
- SPCM 436 Conflict Management
- SPCM 486 Practicum

CAREER PATHWAY: FILM & MEDIA

WHAT I DO:
- Writer, Editor, Publisher, or Copywriter
- Director of Media Research
- Media Sales Manager
- Broadcaster, Podcast, or Radio Host
- Media Planning Specialist
- Director of Production
- Web Content Designer
- Education Media Specialist
- Film Festival Organizer
- Screenwriter
- Multimedia Researcher
- Production Curator

WHERE I WORK:
- Film, Print, Television, & Radio Corporations
- Performing Arts, New Media Art, Video Game, & Comic Entertainment Sectors
- Mass Media Corporations

Potential Courses:
- SPCM 278F Organizing Film Festivals
- SPCM 300 Advanced Public Speaking
- SPCM 341 Evaluating Contemporary Television
- SPCM 342 Critical Media Studies
- SPCM 346 Virtual Culture and Communication
- SPCM 347 Visual Communication
- SPCM 349 Freedom of Speech
- SPCM 350 Evaluating Contemporary Film
- SPCM 354A/354B History and Appreciation of Film
- SPCM 356 Asians in US Media
- SPCM 357 Film and Social Change
- SPCM 358 Gender and Genre in Film
- SPCM 360 The Personal Lens – Making Media
- SPCM 453 Chicano Film and Video
- SPCM 455/LB 455 Narrative Fiction Film as a Liberal Art
CAREER PATHWAYS

EDUCATION

WHAT I DO:
- Teacher, Instructor, or Professor
- Administrator
- Private Educator
- Student Affairs Specialist
- Researcher
- Director of Communication
- Internal/External Relation Manager
- Coach
- Facilitator
- Academic Success Coordinator or Academic Advisor

WHERE I WORK:
- K-12 & Higher Education Institutions
- Private Education Sector
- School Districts
- Education Institutes

Potential Courses:
- SPCM 232 Small Group Communication
- SPCM 300 Advanced Public Speaking
- SPCM 331 Nonverbal Communication
- SPCM 333 Professional Communication
- SPCM 334 Co-Cultural Communication
- SPCM 335 Gender and Communication
- SPCM 337 Persuasion
- SPCM 432 Interpersonal Communication
- SPCM 433 Communication in Organizations
- SPCM 434 Intercultural Communication
- SPCM 570 Instructional Communication Theory & Practice

HUMAN RELATIONS

WHAT I DO:
- Executive, Director, or Manager
- Administrative Assistant
- Recruiter
- Employee Experience Coordinator
- Social Impact Manager
- Volunteer Coordinator
- Internal Relations Specialist
- Professional Training & Excellence Manager

WHERE I WORK:
- Product & Service Organizations
- Consulting Firms
- Hotels & Restaurants
- Transnational Corporations
- NGOs & Not For Profit Organizations
- Small Businesses

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- SPCM 232 Small Group Communication
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- SPCM 434 Intercultural Communication
- SPCM 436 Conflict Management
- SPCM 486 Practicum

MARKETING & COMMUNICATIONS

WHAT I DO:
- Director of Communication
- Director of Marketing
- Director of Advertising
- Director of Public Affairs
- Director of Public Relations
- Research & Development
- Writer & Editor
- Analyst & Strategist
- Fundraiser/Investor Relations
- Creative Art Director
- Digital Media Specialist
- Crisis Communication
- Brand Ambassador
- Lobbyist

WHERE I WORK:
- Product & Service Organizations
- Consulting Firms
- Hotels & Restaurants
- Transnational Corporations
- NGOs & Not For Profit Organizations
- Small Businesses

Potential Courses:
- SPCM 278I Social Media Skills
- SPCM 300 Advanced Public Speaking
- SPCM 331 Nonverbal Communication
- SPCM 333 Professional Communication
- SPCM 334 Co-Cultural Communication
- SPCM 335 Gender and Communication
- SPCM 337 Persuasion
- SPCM 342 Critical Media Studies
- SPCM 346 Virtual Culture and Communication
- SPCM 347 Visual Communication
- SPCM 401 Social Movements
- SPCM 433 Organizational Communication
- SPCM 434 Intercultural Communication
- SPCM 436 Conflict Management

THE WORLD NEEDS WHAT WE DO

EDUCATION
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MARKETING & COMMUNICATIONS
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COMPETENCIES
- GLOBAL CONTEXT
- Critical Thinking/Problem Solving
- Digital Proficiency
- Verbal & Written Communication
- Leadership
- Effective Teamwork
- Creativity

Career Competencies are what employers are looking for from CSU Rams.
COMMUNICATION STUDIES

CORE CURRICULUM

SPCM 100 Communication & Popular Culture
SPCM 130 Relational & Organizational Communication
SPCM 200 Public Speaking
SPCM 201 History & Theory of Rhetoric
SPCM 207 Public Argumentation
SPCM 479 Capstone

Elective Courses

SPCM 232 Group Communication
SPCM 300 Advanced Public Speaking
SPCM 311 Historical Speeches on American Issues
SPCM 320 Communication & Human Trafficking
SPCM 331 Nonverbal Communication
SPCM 333 Professional Communication
SPCM 334 Co-Cultural Communication
SPCM 335 Gender and Communication
SPCM 337 Persuasion
SPCM 341 Evaluating Contemporary Television
SPCM 342 Critical Media Studies
SPCM 346 Digital Media Cultures
SPCM 347 Visual Communication
SPCM 349 Freedom of Speech
SPCM 350 Evaluating Contemporary Film
SPCM 354A/354B History & Appreciation of Film
SPCM 356 Asians in the U.S. Media
SPCM 357 Film & Social Change
SPCM 358 Gender and Genre in Film
SPCM 360 The Personal Lens: Making Media
SPCM 378 Virtual Workplace Communication
SPCM 401 Rhetoric in Social Movements
SPCM 407 Public Deliberation
SPCM 408 Applied Deliberative Techniques
SPCM 411 Contemporary Speeches on American Issues
SPCM 412 Evaluating Contemporary Rhetoric
SPCM 420 Political Communication
SPCM 432 Interpersonal Communication
SPCM 433 Communication in Organizations
SPCM 434 Intercultural Communication
SPCM 436 Conflict Management & Communication
SPCM 453 Global Media Cultures
SPCM 454 Chicanx Film and Video
SPCM 455 Narrative Film as a Liberal Art

Areas of Study:
- Film & Media Studies
- Relational & Organizational Communication
- Rhetoric & Civic Engagement
Communication Studies students must complete a university approved minor or interdisciplinary minor. Consider these tips while reviewing the many minors available at CSU. (https://admissions.colostate.edu/academic-programs/#minors)

**Remember what a minor does:**
Minors are specific and specialize in one area of study. A minor is a great way to expand your studies into an additional academic program that may or may not be related to your major or deepen your degree.

**Enhance your major:**
Your academic minor gives you the opportunity to learn new ways to lead, think, and develop unknown passions. Facilitate your personal and academic growth by choosing a minor that builds new skills.

**Think about your passions:**
A minor is the perfect space to develop and/or continue your other interests. Are you passionate about a subject like photography or creative writing? Perhaps you have always been interested in natural resource issues or public health. It's okay to take classes for enjoyment rather than purely career advancement.