

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 320 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 Chicana Film and Video

SPCM 455/LB 455 Narrative Fiction Film as a Liberal Art

CAREER PATHWAYS



COMMUNICATION STUDIES
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CAREER PATHWAY:

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 436 Conflict Management
- SPCM 570 Instructional Communication Theory & Practice

CAREER PATHWAY:

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

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 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:

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
- For & Not For Profit Organizations
- Think Tanks

Potential Courses:

- SPCM 278I Social Media Skills
- SPCM 300 Advanced Public Speaking
- SPCM 331 Nonverbal Communication
- SPCM 432 Interpersonal 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

WHAT WE DO

THE WORLD NEEDS



COMMUNICATION STUDIES

CORE CURRICULUM

Areas of Study:

- Film & Media Studies
- Relational & Organizational Communication
- Rhetoric & Civic Engagement

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

278 Skills Development Courses

**Convention &
Meeting Planning**

Interviewing

Film Festivals

**Intercultural
Competence**

Social Media

Mindfulness

**Organizational
Training**

Listening

Leadership Skills

**Parliamentary
Procedure**

Speechwriting

Departmental Opportunities

Center for Public Deliberation

SPCM 407 Public Deliberation

SPCM 408 Applied Deliberative
Techniques

ACT Human Rights Film Festival

Research Practicum Internships Associations

National Communication Association
Rocky Mtn. Communication Association
Rhetoric Society of America
Society for Media and Cinema Studies

Study Abroad

SPCM 370A Bridging Cultures USA/Italy ●
SPCM 370C South Korea:
Cinema, Culture, and History ●
SPCM 435A Spain: Social Support and
Communication ●
SPCM470A Cinematic Rome ●

Minors for Specialization

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.