Decision Making
You make decisions within an ethical, legal, economic, social and global framework.

Mediated Communication
You use a wide variety of media, including print, broadcast, digital and social, to inform and persuade purposively, responsibly and ethically.

Verbal Communication
You inform and persuade others in different arenas including politics, health, marketing, science, sports & entertainment.

Creative Thinking
You learn to develop new and creative arguments and viewpoints.

Critical Thinking
You define and analyze problems, considering a range of alternative points of view and evidence, identify factors that contribute to outcomes and make connections.

Research & Data Analysis
You cull and synthesize information, evaluate information in its context, and use appropriate techniques and tools to analyze data and information.

Decision Making
You make decisions within an ethical, legal, economic, social and global framework.

Leadership & Teamwork
You manage projects and participate in ways that builds collaborative relationships with peers representing diverse backgrounds and viewpoints and work within a team structure and negotiate and manage conflict.

Supplement Your Skills With

Participation in Media & Student Organizations
Leadership & Teamwork
Internships and/or Part-Time Work
Career & Self-Development
Experience Fostering Equity & Inclusion

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 Specialized Career Advising
from Pam Garcia-Rivera (pgarciarivera@wisc.edu) for connections to alumni & employers.

Get Started: successworks.wisc.edu
Wisconsin
Illinois
New York
Minnesota
California
Other

“I learned how to quickly gather information and present it in a clear and accurate manner. That attention to detail has helped me stand out to both readers and sources. The focus on real-world reporting taught me how to forge connections with all kinds of people, which is crucial in news no matter what you’re covering.”

Cara Lombardo, 2016
Mergers & Acquisitions Reporter
The Wall Street Journal
New York, NY

Common Alumni Job Titles
- Account Executive/Manager
- Attorney/Partner
- Brand Manager
- Business Owner/Founder/Principal
- Communications Director/Manager
- Communications Specialist
- Consultant
- Copywriter
- Creative Director
- Digital Marketing Manager
- Editor
- Executive Director
- Marketing Director/Manager
- President/Vice President
- Project Manager

Common Employers of Alumni
- Accenture
- Amazon
- American Family Insurance
- Associated Bank
- AT&T
- Bader Rutter
- BVK
- Epic
- Google
- Hiebing
- Northwestern Mutual
- Publicis Groupe
- Target
- TruStage
- University of Wisconsin-Madison
- US Bank
- US Department of State
- Wisconsin Foundation & Alumni Association
- Wisconsin Public Radio

Recent Grads’ Career Plans
87% Employment
11% Continuing Education or Grad School
1% Volunteer/Service Program
1% Other

Industry of Employment
1. Media, Arts & Entertainment
2. Information Technology
3. Education
4. Marketing
5. Healthcare
6. Finance
7. Non-profit
8. Government
9. Retail & Hospitality
10. Legal

Where Alumni Live & Work
29% Wisconsin
14% Illinois
10% New York
9% Minnesota
8% California
30% Other

“My major taught me storytelling through data. My role consistently requires me to find tangible, credible facts by analyzing business figures and pull out a larger narrative for my clients. This helps me guide data-lead conversations with my clients that are concise, actionable and make a difference with their business KPIs.”

Zachary Zaban, 2011
VP, Global Data & Technology Director
Publics Groupe
New York, NY

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

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

SuccessCommunities for Journalism & Mass Communication Majors
- Communications, Media & the Arts
- Government, Policy, International Affairs & Law
- Technology, Data & Analytics
- Non-Profit & Education

successworks.wisc.edu