

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



## Communication Arts Major Skills



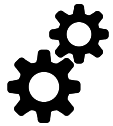
### Effective Communication

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.



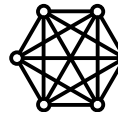
### Global/Intercultural Fluency

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](https://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**