FAQs

What kinds of jobs do Communication majors get?

Based on responses to the most recent Senior Survey:

- 66% of Communication majors work full-time at or before graduation.
- About 15% were hired at or before graduation
- 37% got jobs in 1-6 months after graduation (highest in the College of Humanities and Social Sciences).

Communication majors work in all kinds of industries & professions:

- Business
- Education
- Health Care
- Nonprofit
- Public relations/Strategic marketing
- Media Production

Recent Positions:

- Project coordinator for Stat-Tech Services, a specialty contract organization in Chapel Hill that provides biostatistics consulting and analysis and other services
- Marketing team for Hope for Haiti Foundation
- Search Analyst at ROI, an Internet marketing company
- Director of Digital and Social Media- USA Baseball in Durham
- Troupe manager and publicist - POVIC Music and Arts Group

Doc Hendley (2004) was named a Top 10 CNN Hero for his nonprofit Wine to Water, which brings clean drinking water to a billion people around the world. Doc says the skills he developed while getting his degree at NC State enabled him to communicate with local leaders and rebel militants in the Sudan, who then assisted local communities attain access to clean water. He pointed to particular courses in our undergraduate curriculum, which he explains helped him learn and develop ways to attract donors and raise money for his non-profit organization.

How much and what type of writing is required for Communication majors?

- Most communication courses have writing assignments that include personal reflections, journal entries, research reports, literature reviews, position papers, Moodle discussion posts, blogs, website content, essay exams and more.
• Students in Communication Media take Com 267 (Writing for Media), which is a pre-requisite for all production courses.
• Specialized writing courses for media production include writing for film, blogs, radio, and news.
• Students in the Public Relations concentration have 6 credit hours devoted to writing - ENG 214 (Introduction to Editing) & COM 316 (PR Writing),
• COM 476 is the capstone course for the PR concentration and requires writing a campaign proposal for an actual client.
• Many PR students enroll in COM 336 (Newsletter Writing and Production), where they learn first-hand, from experts, the art of creating newsletters for corporate, non-profit, government, and small businesses.
• In the Interpersonal, Organizational, and Rhetorical Communication concentration, COM 321 (Rhetorical theory) and COM 411 (Rhetorical Criticism) are writing intensive.

What work skills do typical Communication graduates take with them into the workforce?
NC State graduates must be prepared to play leadership roles in North Carolina’s ongoing development as a rich and diverse state. In order to play such a role, our students must become critical thinkers, capable of insightful analysis and creative solutions to the complex challenges facing today’s networked, global society. Communication students become reflective and proactive about shaping communication infrastructures, networks, interfaces, and software—as well as the traditional media of film, television and radio. From both the economic and the social standpoint, the contributions of our Department are central to the future development of the State.

A university survey of our graduates concluded that a majority of them thought their training in Communication enabled them to:

• Devise innovative solutions to complex problems
• Work well in teams
• Conduct work activities (and to communicate) in an ethical manner
• Work well with people from diverse cultural backgrounds
• Apply social science methods to understand human behavior
• Adapt to changing circumstances
• Effectively lead others

Graduates in Communication Media have obtained the following skills:

• Digital audio and video production
• Writing for the media
• Critical analysis and creative forms of expression in numerous media environments
Interpersonal, Organizational and Rhetorical Communication graduates have learned:

- Knowledge of relationship development and maintenance
- Ability to craft and analyze persuasive arguments/messages
- Ability to write and deliver speeches/presentations (informal, formal)
- Ability to provide social support, build rapport and to work in a group/as a team;
- Ability to manage conflict and be sensitive to the influences on communication such as culture, personality, education, income.

The typical Public Relations graduate leaves with:

- Public relations research skills
- Ability to analyze public relations problems
- Ability to design a Communication campaign from research to evaluation

How many students do internships?

- 38 students per semester
- Nearly 50% get practical experience in local (or out-of-state) organizations
- 27% of students in a recent Senior Survey said that their internships were important to getting their first jobs (above the CHASS mean of 18%).

Shelley Kelly, CEO and co-founder of the strategic marketing firm Mottis (formerly Kelly MarCom), was one of the Triangle Business Journal’s “Top 40 Under 40” for 2007. She has also been honored with the 2005 “Women in Business” award from the Triangle Business Journal and the 2006 “Sanford Area Chamber of Commerce Small Business Owner of the Year” award, to name a few. In 2010 Shelley was honored as a Stevie Award Finalist. This international business competition recognizes women who have made contributions both in business and the community.

Select Student Internship Partners:

PUBLIC RELATIONS and MARKETING

- Capstrat
- French-West-Vaughan
- MMI Public Relations
- Intrepid Marketing Group
- Largemouth Communications
• Howard, Merrill & Partners
• Articulon
• S&A Cherokee Communications

MEDIA
• ABC 11
• NBC 17
• News 14
• Clear Channel Communications
• Curtis Media
• Trailblazer Studios

SPORTS
• Carolina Hurricanes
• Carolina Mudcats

Do Communication majors typically volunteer?

According to a recent Alumni Survey:

• Nearly half of our students volunteered in the local community while studying in the department (second only to students in the School of International and Public Affairs)
• Many of these student volunteers reported that their community service projects had an impact on their commitment in helping to improve society
• Several communication courses include service-learning opportunities for undergraduate and Masters students
• Students volunteer for a wide variety of nonprofit organizations such as:
  • Activate Good
  • Boys & Girls Club
  • Jimmy V Foundation
  • North Carolina Alliance for Health
  • Susan G Komen