



when you get here you understand

Career & Employment Services
Counselling, Career & Learning Centre
Room 1402
403.314.2476

employmentservices@rdc.ab.ca

What Can I Do with a Bachelor of Arts Degree in Communication Studies?

About Communication Studies

Today's global workplace requires effective communication skills – competent communication has never been more critical. Every day we are inundated with words, messages, and information. A Bachelor of Arts in Communication Studies provides an understanding of contemporary communication processes and practices, along with the social, cultural and technological factors that influence and shape them. It explores the diverse aspects that make up our everyday experience of communication and promotes a critical awareness of verbal and nonverbal human communication in a variety of contexts that affect our everyday lives: business and professional, family, small-group, public speaking, and mass communication.

Employers routinely list “strong communication skills” at the top of the most important qualities of upcoming professionals. This major provides students with persuasive speaking and writing skills, effective research capabilities, and the ability to work productively in team environments.

Career/Job Opportunities

The Bachelor of Arts degree in Communication Studies opens doors to graduate studies or careers in business and technology, public relations and advertising, government, social and human services, counseling, law and education.

Some of the jobs found below require additional experience and education/training such as a master's or a doctorate level degree.

This career/job listing is only a sample of the opportunities available; these are certainly not the only career/job options accessible with this degree. Some of the careers listed require further education.

For career descriptions, profiles and job outlooks, enter the four digit code listed below in the Alberta Learning Information Service Website (www.alis.gov.ab.ca) or the National Occupational Classification Website (<http://www5.hrsdc.gc.ca/NOC/>).

Assistant Editor [#5122]	Advertising/Public Relations Manager [#0611]	Advertising Copywriter [#5121]
Employer Liaison [#1121]	ESL Instructor [#4131]	Fundraising Consultant [#5124]
Publicity Agent [#5124]	Volunteer Coordinator [#4212]	Human Resources Administrator [#0112]



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Translator [#5125]	Staff Writer [#5123]	Special Events Coordinator [#1226]
Public Relations Professional [#5124]	Marketing Coordinator [#0611]	Media Buyer [#1225]
Alumni Relations Coordinator	Community Relations Specialist	Reporter [#5123]
News/Literary/Manuscript Editor [#5122]	Newspaper Critic [#5123]	Style Editor
Script Writer [#5121]	Account Executive [#1122]	Sales Manager [#0611]
News Anchor [#5123]	Negotiator [#1121]	Announcer [#5231]
Communications Specialist [#5124]	Lobbyist [#4164]	Convention Organizer [#1226]
Human Resources Recruiter [#1223]	Public Information Officer [#5124]	Media Relations Officer [#5124]
Research Assistant [#4164]	Speech Writer [#5121]	Press Secretary [#5124]
Museum Educator [#5124]	Media Coordinator [#5124]	Literary Agent [#5124]
Event Planner [#1226]	Social Policy Researcher [#4164]	International Aid and Development Project Officer [#4164]
Aboriginal Issues Lobbyist [#4164]	Journalist [#5123]	Book Reviewer [#5123]
Investigative Reporter [#5123]		

Employers (not a comprehensive list)

Insurance Agencies	Hotels	Publishing Firms
Retail Organizations	Foreign Service (Administration, Consular Services, Information Affairs)	Libraries



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Law Offices	Market Research Firms	Nonprofit Associations
Utility Companies	Educational Institutions	Private Organizations
Hospitals and Medical Centers	Government Agencies	Consulting Firms
Labour Unions	Banks	Radio, Newspaper, and Magazine Agencies

Major Skills obtained from BA – Communications (not a comprehensive list)

Analytical Reading Skills	Active Listening Skills	Attention to Detail
Mediation	Critical Evaluation	Negotiation
Persuasion	Observation/Interpretation	Planning/Organizing
Technical Writing	Public Speaking Skills	Understanding of Mass Media
Interpersonal Communication Skills	Proficient Writing Skills	Ability to Find, Evaluate, and use Information

Listing of Potential Employers

- ATB Financial - http://www.atb.com/Dev/careers/careers_index.asp
- Calgary Sun - <http://www.calgarysun.jobboom.com/>
- City of Calgary – www.calgary.ca
- City of Edmonton – www.edmonton.ca
- City of Red Deer – www.reddeer.ca
- Provincial Government of Alberta – www.jobs.alberta.ca
- Public Service Commission of Canada (Federal Government) - <http://jobs-emploi.gc.ca/>
- Shaw Communications - <http://www.shaw.ca/en-ca/AboutShaw/Careers/>
- Telus Corporation - <http://about.telus.com/careers/en/>
- Town of Lacombe – www.lacombe.ca
- Town of Sylvan Lake – www.town.sylvan-lake.ab.ca
- United Way (Central Alberta) - <http://www.caunitedway.ca/userinterface/career.asp>
- Westjet - <http://c5dsp.westjet.com/quest/jobs/index.jsp>



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General Job Search Websites

Albertajobs.com – www.albertajobs.com
Eluta: The Search Engine for New Jobs in Canada – www.eluta.ca
Hireground Careers – www.hgcareers.com
Monster: Your calling is calling – www.monster.ca
Red Deer Job Shop – www.reddeerjobshop.ca
Service Canada: Job Bank - www.jobbank.gc.ca
TalentEgg: hatching graduate careers – www.talentegg.ca
Workopolis.com: Canada's Biggest Job Site - www.workopolis.com
Wowjobs: One Click All Jobs - www.wowjobs.ca

Professional Associations and Sites of Interest

International Association of Business Communicators - www.iabc.com/
Public Relations Society of America - www.prsa.org
The Canadian Public Relations Society – www.cprs.ca

RDC Department Information

Bachelor of Arts: Communication Studies -
http://www.rdc.ab.ca/academic_calendar/programs_and_courses/university_transfer_programs/bachelor_of_arts_in_communications.html

For More Info

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Information retrieved from

<http://www.ucalgary.ca/careers/files/careerservices/Communication%20Studies%20Profile.pdf>
<http://www.marylhurst.edu/communication/ba-communication.php>
<http://view.fdu.edu/default.aspx?id=2150>
http://prospectus.shu.ac.uk/op_uglookup1.cfm?id_num=767
<http://www.sass.uottawa.ca/careers/studies/arts/humanities/communication.php>
Great Jobs for Liberal Arts Majors, written by Blythe Camenson