

# College of Arts and Sciences

## Media and Strategic Communication

### Industries

- consumer goods and retail
- technology and telecommunications
- financial services and banking
- healthcare and pharmaceutical companies
- hospitality and travel
- PR and communications firms
- advertising and digital marketing agencies
- media and creative agencies
- brand consulting firms
- broadcast, print, and digital media companies
- streaming and production studios
- entertainment and talent agencies
- political campaigns and public policy
- municipal and local government communications
- NGOs and advocacy groups
- foundations and charitable organizations
- environmental and social justice organizations
- event planning and production companies
- tech startups and innovation hubs

### Professional Organizations

- Public Relations Society of America (PRSA)
- Communications Media Management Association (CMAA)
- National Communication Association (NCA)
- Association for Education in Journalism and Mass Communication (AEJMC)

### Job Titles

- social media coordinator
- content strategist
- digital media coordinator
- corporate communications
- media strategist
- brand strategist
- crisis communications specialist
- digital marketing specialist
- copywriter or content writer
- multimedia producer
- market research analyst
- media analyst
- campaign strategist
- reputation management consultant
- engagement specialist
- director of communications
- head of public relations
- chief marketing officer
- creative director
- media relations director
- corporate social responsibility manager