



# Career Opportunities in

Speech Communication  
(AA Transfer Degree Plan)

## GENERAL INFORMATION

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking by joining Toastmasters.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest.
- Obtain experience through part-time employment, co-op, internships, or volunteer experience.
- Get involved in campus activities and professional organizations.
- Speech communication is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs, and volunteering are critical in shaping a career path.
- Speech communication is also good preparation for graduate school in many disciplines.

## AREAS OF INTEREST AND POTENTIAL EMPLOYERS

- **Business (sales, customer service, management, human resources, training and development, labor relations, writing/editing):** Product and service organizations, retail stores, hotels, restaurants, manufacturers, financial companies, insurance companies, print and electronic media, other business corporations
- **Public Relations/Advertising (public relations, advertising/marketing, corporate public affairs, development, media analysis/planning, creative directing, writing/editing, audience analysis, public opinion research):** Private corporations, public service organizations, public opinion research firms, public relations firms, advertising agencies, public opinion organizations, radio/television companies, sports and entertainment organizations, hospitality and tourism industry, nonprofit organizations, consulting firms, freelance
- **Media (writing, editing, copywriting, publishing, producing, managing/directing, research, media sales):** Publishing firms including newspaper, magazine and book; internet sites; television and radio stations, film industry
- **Nonprofit (administration, program coordination, grant writing, writing/editing, fundraising):** Nonprofit organizations, professional associations, chambers of commerce, community centers, philanthropies, hospitals
- **Government (public information, campaigning, programming, legislative assistance, research, lobbying, conflict negotiation):** All branches of local, state and federal government; political parties; political action committees
- **Law (paralegal, attorneys-at-law, mediation):** Law firms, government agencies, corporations, public interest organizations, private practice, colleges and universities
- **Education (teaching, research, student support services including: admissions, advising, development, student affairs, recruitment, and alumni affairs):** Colleges and universities

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (1996, Revised 2003). Information located on the TJC Career Services Web Page at [www.tjc.edu/careerservices/](http://www.tjc.edu/careerservices/).