



Communications and Media

Verbal and written communication is a part of everyday life and Sun Devils with an interest in this career area can work in a variety of professions and industries. One of the largest segments of this career interest area is mass media, including broadcast journalism, marketing and social media. ASU is one of the top institutions producing students in the field of communications and media, and graduates leave with a better understanding of how to connect and reach others through visual media and interpersonal interactions.

Tips for Success

Networking

It's important to connect with industry professionals who can provide more information on specific careers, as well as introduce you to potential professional associations and community organizations related to your interests.

Create an Online Portfolio

Having an online portfolio allows you to showcase your talents via video, photos or writing and can include activities ranging from performing arts (dance, music, theatre) to marketing or journalism.

Tap into the ASU Mentor Network

The Office of Entrepreneurship and Innovation's Mentor Network consists of fellow student entrepreneurs, faculty, venture capitalists, and entrepreneurship experts dedicated to seeing you succeed.

Gain experience through volunteering and internships

Internships and volunteer experience can help you develop crucial hands-on experience, which is especially important in gaining part- and full-time employment opportunities. Internships and volunteer experience also allow for building rapport with industry professionals.

Possible Career Fields

Advertising/Marketing/Sales

Animation

Business Management

Entrepreneurism

Event Planning

Graphic Design

Game Design

Government

Higher Education

Human Resources

International Relations

Journalism

Law

Non-Profit

Public Relations

Radio Broadcasting

TV/Film/Video

Social Media

Social Services

Speech/Pathology/Audiology

Translating/Interpreting

Writing/Editing/Publishing

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Professional Associations

There are several local and national professional associations connected to this Career Interest Area. Joining a professional association will help you network with professionals already in your field of interest, as well as expose you to new opportunities you may not have considered. Some are free to join and others may offer student rates to become a member.

- Advertising Educational Foundation
- Association of Education and Journalism and Mass Communications
- Industrial Designers Society of America
- International Communication Association
- National Communication Association
- Public Relations Society of America
- Public Relations Consultants Association
- Radio, Television and Digital News Association
- Society for Technical Communication
- Society for Marketing Professional Services
- The Association for Women in Communications

Next Steps

Try searching for internships on **Handshake** or volunteer opportunities with **VolunteerMatch**.

Student Organizations @ ASU

Student organizations are another great way to get connected with fellow students with similar interests. Many student clubs bring potential employers to speak at meetings, host career-related events, and offer professional development opportunities. Check **Sun Devil Sync** for more information on joining student organizations.

- 48th Media
- Association of Human Communication
- Association of Visual Communication Designers
- KASC The Blaze 1330am
- Business Communication Students Association
- Digital Media Organization at ASU Havasu
- National Association of Hispanic Journalists
- National Student Speech Language Hearing Association
- Public Relations Student Society of America at ASU
- The State Press
- The Cronkite File
- Student Academy of Audiology
- Society of Professional Journalists

Contact us

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