### SPEECH COMMUNICATION

**What can I do with this degree?**

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>Product and service organizations</td>
<td>Develop strong verbal and written communication skills.</td>
</tr>
<tr>
<td>Customer Service</td>
<td>Retail stores</td>
<td>Demonstrate excellent interpersonal skills.</td>
</tr>
<tr>
<td>Management</td>
<td>Hotels</td>
<td>Learn to work well on a team.</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Restaurants</td>
<td>Join related professional associations. Get involved in other campus organizations.</td>
</tr>
<tr>
<td>Training and Development</td>
<td>Manufacturers</td>
<td>Take business courses or earn a business minor.</td>
</tr>
<tr>
<td>Labor Relations</td>
<td>Financial companies</td>
<td>Gain experience through internships, part-time, or summer jobs.</td>
</tr>
<tr>
<td>Writing/Editing</td>
<td>Insurance companies</td>
<td>Develop computer skills including spreadsheets, databases, and presentation software.</td>
</tr>
</tbody>
</table>

**Writing/Editing**

| | |
| Product and service organizations | |
| Retail stores | |
| Hotels | |
| Restaurants | |
| Manufacturers | |
| Financial companies | |
| Insurance companies | |
| Print and electronic media | |
| Other business corporations | |

<table>
<thead>
<tr>
<th><strong>PUBLIC RELATIONS/ADVERTISING</strong></th>
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<tbody>
<tr>
<td>Public Relations</td>
<td>Private corporations</td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td>Public service organizations</td>
</tr>
<tr>
<td>Corporate Public Affairs</td>
<td>Public opinion research firms</td>
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<tr>
<td>Development</td>
<td>Public relations firms</td>
</tr>
<tr>
<td>Media Analysis/Planning</td>
<td>Advertising agencies</td>
</tr>
<tr>
<td>Creative Directing</td>
<td>Public opinion organizations</td>
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<tr>
<td>Writing/Editing</td>
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<tr>
<td>Audience Analysis</td>
<td>Sports and entertainment organizations</td>
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<td>Public Opinion Research</td>
<td>Hospitality and tourism industry</td>
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**Develop excellent writing skills.**

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| Private corporations | |
| Public service organizations | |
| Public opinion research firms | |
| Public relations firms | |
| Advertising agencies | |
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| Freelance | |

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**Gain experience through internships, even if unpaid.**

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**Serve as public relations officer of an organization.**

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**Take additional courses in marketing, advertising, public relations, or other area of interest.**

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**Develop a portfolio of writing samples, ad campaigns, and other relevant work.**

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**Join related professional associations.**

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**Be willing to move to locations with greater numbers of job opportunities.**

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**Be prepared to start at the bottom and work to more desirable positions.**
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<td>MEDIA</td>
<td>Publishing firms including newspaper, magazine and book, Internet sites, Television and radio stations, Film industry</td>
<td>Develop excellent interpersonal and presentation skills. Take elective courses in journalism, broadcasting, public relations, and advertising. Develop research skills. Work for campus or local newspaper, radio station, or television station. Get related experience through internships, even if unpaid. Learn desktop publishing, webpage design, and other computer skills.</td>
</tr>
<tr>
<td>NONPROFIT</td>
<td>Nonprofit organizations, Professional associations, Chambers of Commerce, Community centers, Philanthropies, Hospitals</td>
<td>Take courses in psychology, sociology, or social work to broaden perspective. Volunteer with community and campus organizations. Learn to work well with different types of people. Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership.</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>All branches of local, state and federal government, Political parties, Political action committees</td>
<td>Learn local, state, and federal government job application process. Take courses in conflict management and develop negotiation skills. Volunteer to work on a local political campaign. Join related student organizations and earn leadership roles.</td>
</tr>
</tbody>
</table>

**MEDIA**
- Writing
- Editing
- Copywriting
- Publishing
- Producing
- Managing/Directing
- Research
- Media Sales

**NONPROFIT**
- Administration
- Program Coordination
- Grant Writing
- Writing/Editing
- Fundraising

**GOVERNMENT**
- Public Information
- Campaigning
- Programming
- Legislative Assistance
- Research
- Lobbying
- Conflict Negotiation
### AREAS

<table>
<thead>
<tr>
<th>LAW</th>
<th>EDUCATION</th>
<th>GENERAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paralegal</td>
<td>Teaching</td>
<td>• Develop strong written and verbal communication skills and excellent interpersonal</td>
</tr>
<tr>
<td>Attorneys-at-law</td>
<td></td>
<td>skills.</td>
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<tr>
<td>Mediation</td>
<td>Research</td>
<td>• Get experience with public speaking by joining Toastmasters.</td>
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<td></td>
<td>Student Support Services including:</td>
<td>• Learn to work well on a team and develop leadership skills.</td>
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<td></td>
<td>Admissions</td>
<td>• Explore specializations within major and professional field. Select electives to</td>
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<tr>
<td></td>
<td>Advising</td>
<td>enhance knowledge in area(s) of interest.</td>
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<td></td>
<td>Development</td>
<td>• Obtain experience through part-time employment, co-op, internships, or volunteer</td>
</tr>
<tr>
<td></td>
<td>Student Affairs</td>
<td>experience.</td>
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<td></td>
<td>Recruitment</td>
<td>• Get involved in campus activities and professional organizations.</td>
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<td></td>
<td>Alumni Affairs</td>
<td>• Speech communication is a broad degree that can lead to job opportunities in many</td>
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<tr>
<td></td>
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<td>different fields. Skills and experiences gained through co-curricular activities,</td>
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<td></td>
<td></td>
<td>internships, part-time jobs, and volunteering are critical in shaping a career path.</td>
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<tr>
<td></td>
<td></td>
<td>• Speech communication is also good preparation for graduate school in many disciplines.</td>
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<tr>
<td></td>
<td>Law firms</td>
<td>Plan on attending a specialized paralegal training school or law school depending</td>
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<td></td>
<td>Government agencies</td>
<td>upon area of interest.</td>
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<tr>
<td></td>
<td>Corporations</td>
<td>Participate in a debate or forensic team to hone communication skills.</td>
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<tr>
<td></td>
<td>Public interest organizations</td>
<td>Join pre-law organizations.</td>
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<tr>
<td></td>
<td>Private practice</td>
<td>Obtain a part-time or summer job at a law office.</td>
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<tr>
<td></td>
<td>Colleges and universities</td>
<td>Take courses in and gain experience with mediation and conflict resolution.</td>
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<td></td>
<td>Ph.D. required for teaching and research in colleges and universities. Maintain a</td>
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<td>high grade point average and secure strong faculty recommendations.</td>
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<tr>
<td></td>
<td></td>
<td>Earn a master's degree in college student personnel or a related field for</td>
</tr>
<tr>
<td></td>
<td></td>
<td>administrative positions.</td>
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<tr>
<td></td>
<td></td>
<td>Get involved in campus leadership roles in residence halls, student unions/activities,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>programming boards, etc.</td>
</tr>
</tbody>
</table>

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (1996, Revised 2003) UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA Employer