

Communication Studies, Bachelor of Arts

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.

What you can be with your Communication Studies, Bachelor of Arts:

Assistant Editor #5122	Advertising/Public Relations Manager #0611	Advertising Copywriter #5121	Employer Liaison #1121
Fundraising Consultant #5124	Publicity Agent #5124	Volunteer Coordinator #4212	Human Resources Administrator #0112
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/Literacy/Manuscript Editor #5122	Newspaper Critic #5123	Style Editor	Sales Manager #0611
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/Development Officer #4164	Aboriginal Issues Lobbyist #4164
Book Reviewer #5123	Translator #5125	ESL Teacher #4131	Script Writer #5121

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

For career information, enter the four digit number listed below in the Alberta Learning Information Services Website (www.alis.alberta.ca) or the National Occupational Classification Website (<http://www5.hrsdc.gc.ca/NOC/>).

RDC Career Services can help you explore your interests, identify your goals, discuss your career options and job search strategies and discover how to make the most of your education. Email or give us a call to connect with a career counsellor.

RDC Department Information: Communication Studies, Bachelor of Arts www.rdc.ab.ca/programs/arts

Potential employers:

Insurance Agencies	Hotels	Publishing Firms	Retail Organizations
Foreign Services (Administration/Counsellor Services/Information Affairs)	Libraries	Law Offices	Market Research Firms
Utility Companies	Educational Institutions	Private Organizations	Hospitals and Medical Centres
Government Agencies	Consulting Firms	Labour Unions	Banks
Radio Stations	Newspapers	Magazine Companies	

Major Skills Obtained from a Communication Studies, Bachelor of Arts Degree Program

- 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

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

Red Deer College – www.rdc.ab.ca/employment

City of Red Deer – www.reddeer.ca

City of Calgary – www.calgary.ca

City of Edmonton – www.edmonton.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