



# RANDOLPH COLLEGE

*Founded as Randolph-Macon Woman's College in 1891*

## **Communication Studies**

Communication studies is a broad inter-disciplinary field of inquiry. The program at Randolph College draws upon several critical traditions in the field: rhetoric, cultural studies, political economy, and film criticism. All courses help students to develop their communication skills, become thoughtful critics and users of media products, and acquire an understanding of the domestic and global political economic context within which contemporary media operate.

### Career Options for the Communication Studies Undergraduate

Account Executive	Correspondent
Account Representative	Critic
Advertising Director	Dramatic Agent
Art Buyer	Feature Writer
Broadcast Production Manager	Freelance Writer
Consumer Affairs Specialist	Journalist
Copyeditor or Copywriter	Literary Agent
Creative Director	Photojournalist
Designer	Reporter
Editor	Staff Writer
Event Coordinator	Syndicated Columnist
Graphic Artist	Writer
Market Research Manager	AV Technician
Media Director	Broadcast Engineer
Print Production Manager	CAD Specialist
Producer	Disc Jockey
Project Director	Filmmaker
Promotion Manager	Music Director
Publicist	News Announcer
Researcher	Radio/TV Traffic Supervisor
Sales Representative	Scriptwriter
Spokesperson	TV Producer
Columnist	Video Specialist

### Job Outlook for these Careers:

**National:** U.S. Department of Labor  
[www.bls.gov/oco/home.htm](http://www.bls.gov/oco/home.htm)

**Virginia:**  
[www.vaview.vt.edu/](http://www.vaview.vt.edu/)

## Randolph Internship Opportunities

American Embassy in Paris  
MTV Networks Internship  
Program  
K92 Radio

CBS News Channel 5  
Los Angeles Magazine  
Fox 21/27  
The Martin Agency

American Red Cross  
Prototype Advertising

## Employers of Alumnae

Bank of America  
Sperry Corporation  
Wachovia

Capital One  
The Cultural Arts Center at  
Glen Allen

American Cancer Society  
Senator Leahy's Office  
Adwork Inc.

## Liberal Arts Skills

### **Communication**

Writing clearly  
Speaking effectively  
Presenting specific viewpoints  
Influencing and persuading  
Synthesizing information  
Interpreting  
Reporting and editing  
Creating entertaining and persuasive  
messages  
Demonstrating creativity and artistic  
expression

### **Research and Analysis**

Defining hypotheses  
Evaluating ideas and their presentation  
Gathering information and data  
Comparing and contrasting evidence  
Evaluating information and sources  
Thinking critically  
Developing market research  
Measuring media effects

### **Organization**

Planning and managing  
Working within deadlines  
Working independently  
Attending to details  
Working in teams and small groups

### **Interpersonal Relations**

Identifying and managing different needs of  
individuals, groups, and mass  
audiences  
Understanding institutional and cultural  
values  
Working with teams  
Rewriting and editing with others  
Explaining processes, plans, and concepts  
Interviewing people

## Graduate Schools attended by Alumnae

Columbia University  
New York University  
Emerson College

University of Georgia - Atlanta  
University of Illinois - Chicago  
University of Illinois - Urbana

Syracuse University

## Associations related to the Communication Studies Major

American Society of Journalists & Authors  
American Advertising Federation  
Associated Press Broadcasters Association

Women in Communications  
National Association of Broadcasters

### **Additional Sources of Information:**

Career Development Center, West Hall 434-947-8116 [www.randolphcollege.edu/cdc/](http://www.randolphcollege.edu/cdc/)