



# College to Career Connection Communication Studies

## What is Communication ?

An Associate of Arts degree in Communication Studies seeks to provide students with a comprehensive knowledge of the complex and diverse nature of the communication process and a sharpened understanding of contexts within which humans use signs and symbols to create meaning. The degree focuses on the way[s] language and other symbolic systems are used interpersonally, within small group settings and in mass mediated formats. Courses will allow students to achieve separate aims depending upon their academic goals. First, students will be well prepared to transfer to a four-year institution with a broad range of communication coursework completed. Second, students will be prepared for entry into a variety of careers—all of which require effective communication skills for working with diverse sets of people in an increasingly complex technological workplace. College of the Canyons offers:

### [Communication Studies Associate in Arts for Transfer \(AA-T\)](#)

[Communication Studies Associate in Arts](#) - will not transfer to a 4 year institution

## Potential Industries/Employers

- Freelance/ Internet Sites
- Television and Radio Stations
- Private Corporations
- Public Service Organizations
- Public Opinion Research Firms
- Public Relations Firms
- Advertising Agencies
- Radio and Television Companies
- Sports and Entertainment Organizations
- Hospitality and Tourism Industry
- Consulting Firms

## Possible Job Titles

- Research Administrator
- Hospitality Manager
- Multimedia Specialist
- Advertising Manager
- Grant Writer
- Association Administrator
- Human Resource Administrator
- Bank Officer
- Labor Relations Specialist
- Claims Adjuster/Examiner
- Consumer Affairs Specialist
- Public Information Officer
- Legal Assistant
- Credit Manager
- Management Analyst
- Research Worker

# How this Major Helps You Move Forward:

## Skills Advancement

While College of the Canyons does not endorse all of these opportunities, we aim to provide access:

- [Internships](#)
- [Public Relations Lynda.com Courses](#)
- [College of the Canyons Communication Studies Club](#)
- [United States Intelligence Summer Strategic Communications Intern Program \(SSCIP\)](#)
- [National Communication Association Events & Resources](#)

## CSU/UC Major Preparation (BA/BS):

- [CSUN: Communications Studies B.A.](#)
- [CSULA: Communication B.A.](#)
- [CSUCI: Communication B.A. \(Health Communication Emphasis\)](#)
- ... and more!

## Additional information can be found at:

- [What Can I do With this Major](#)
- [COC Communication Department](#)
- [Assist: Student Transfer Information System](#)
- [Occupational Outlook Handbook](#)
- [O\\*NET OnLine: Job and Career Exploration](#)
- [Linkedin Alumni Tool](#)
- [Candid Career Videos](#)

## Associations

Association is a group of people who come together for a common purpose. You can find helpful information about jobs and careers.

- [Society for Technical Communication](#)
- [Association for Women in Communications](#)
- [Public Relations Society of America](#)
- [National Communication Association](#)
- [Association of American Publishers](#)

This is a general information. It is not an exhaustive, comprehensive list. For specific information on majors and careers please connect with your professors and visit the counseling center at <https://www.canyons.edu/student-services/counseling> | 3/19/21