
Most colleges offer a communications major. In fact, you probably know at least a few people who plan to major or are currently majoring in the field. What exactly does a communications major entail in terms of coursework and skills? And what kinds of jobs and salaries can you expect with a communications degree?

Read on to learn what a communications major is, what the most popular jobs for communications majors are, and what the job outlook is for each major job option. We'll also provide you with some tips on how to determine whether a communications major is the right path for you.

A communications major (also called a communication major or a communication studies major) is the study of how to effectively communicate different types of information in various fields such as journalism/media, business, politics, and law.

As a communications major, **you'll learn how to research and analyze information and how to clearly and cogently communicate topics through writing and speaking.** You will take courses in research strategies, theory, rhetoric, public speaking, writing, and journalism/media.

According to the website *Communication Studies,* undergraduate communications courses can be grouped into two categories: **theory-based courses** and **skills-based courses.** Whereas theory-based classes deal with different types of communication (e.g., political vs virtual communication), skills-based courses emphasize the application and mastery of key skills, including public speaking, group communication, and public relations.

For most undergraduate communications programs, you'll be required to **take a handful of core communications courses.** These are typically taken during the first two years of undergrad in order to provide you with a basic foundation for your communications major.

**The exact core courses your communications major will require depends on the school you attend.** For example, communication majors at Stanford must **take an introductory comm course in addition to classes on research methods, media processes, and writing.** Similarly, comm majors at UCLA must **take intro comm courses as well as area courses** centering on mass communication, interpersonal communication, communication technology, and political and legal communication.
Because communications is such a broad field, many colleges offer specific concentrations to communications majors. This allows comm students to specialize in a particular area.

At UMass Amherst, for instance, possible comm subfields include interpersonal communication and culture, media and popular culture studies, and film studies. Meanwhile, comm majors can specialize in one of three subfields at The Ohio State University: Communication Analysis and Practice; New Media and Communication Technology; and Strategic Communication.

What Can You Do With a Communications Degree?

Now that you know exactly what a communications degree entails, what can you do with it once you graduate college and enter the workforce? What are popular communications major jobs?

As I mentioned, communications is a pretty broad field—meaning there's actually a lot you can do with your major, depending on what your concentration is, what kind of job/career you want, and whether you plan to get an advanced degree.

Here are some common fields communications majors often work in:

- Advertising
- Business
- Corporate management
- Customer service
- Education
- Film production
- Government/politics
- Graphic design
- Healthcare
- Human resources
- International relations
- Journalism
- Law
- Marketing
- Public relations
- Sales
- Social media
- Social work
- Writing/ editing

Below is a list of potential communications major jobs you could get. Note that for some jobs, such as lawyers, you must have further education in the form of advanced degrees, training, etc.:

- Announcer
- Author
- Brand manager
- Communications director
- Creative director
- Educational administrator
- Event planner/manager
- Foreign correspondent
- Graphic designer
- HR specialist/ manager/ coordinator
- Journalist/reporter
- Labor relations specialist/ manager
- Lawyer
- Lobbyist
- Market researcher
- Marketing director
- Media planner/ coordinator
- Media relations manager
- Newscaster
- Political scientist
- Politician
- Producer
- Professor
- PR specialist
- Sales representative
- Social media manager
- Translator/ interpreter
- Writer/ editor
Should You Be a Communications Major? Key Takeaways

Communications is one of the broadest majors out there, letting students study tons of skills and pursue an array of careers. In general, a communications major is the study of communicating, interpreting, and analyzing different types of information.

Most colleges that have a communications major offer specific concentrations or subfields for students to select from as part of their communications degree; these often include themes such as visual communication, political communication, and media.

Communications majors can choose from many career paths and fields, from public relations and advertising to graphic design and translation. Job outlooks can vary significantly depending on the field, so it’s important to keep this factor into consideration as you decide which concentration you want to do for your communications major.

Finally, in order to determine whether a communications degree is right for you, ask yourself the following three questions:

- Do you have a passion for communicating with others?
- Do you have a specific field or concentration in mind?
- Are you OK with getting an advanced degree if necessary?

No matter what you decide to major in, know that a communications major is a great choice for many students—and you might just be one of them!