



SALEM STATE UNIVERSITY
CAREER SERVICES

COMMUNICATIONS

MAJOR CAREER GUIDE

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ACADEMIC INFORMATION

Follow this link to the Salem State University Communications Department home page. Here you will find program information, degree options, course listings, events information and much more:

<https://www.salemstate.edu/academics/college-arts-and-sciences/media-and-communication>

WHAT CAN I DO WITH MY MAJOR?

Are you a Communications major or are you considering Communications as a major? Follow the link below to the “What Can I Do With My Major?” resource on the Salem State University Career Services web site:

<https://elearning.salemstate.edu/courses/939337/pages/what-can-you-do-with-your-major>

PROFESSIONAL ASSOCIATIONS

As in any profession, staying connected to professionals in your field is vital. Below are links to professional associations for Communications professionals. Stay up to date with industry trends, connect with fellow Communications professionals and utilize resources for job searching:

[Public Relations Society of America](#)

[The National Communication Association](#)

[Association of Marketing and Communications Professionals](#)

[League of American Communications Professionals](#)

[International Association of Business Communicators](#)

INFORMATIONAL INTERVIEWING

Informational interviewing is a method of gathering information about career options, industries and employers. It is an opportunity to learn about a particular job from someone already in the field. It is *not* a job interview, but it can help you learn about job opportunities and build your network for when the job search comes. This is an ideal chance to help you gain a more thorough understanding of a particular industry or job. It’s also a great way to determine “is this what I want to do?” and to learn about different paths others have taken to get where they are.

JOB SHADOWING

Another way to gain access and information to your industry of choice is by job shadowing. Job shadowing is an opportunity to follow a professional in your field for an agreed upon amount of time. Typically, job shadow experiences will last anywhere from one day to one week. Much like an informational interview, this is your opportunity to see firsthand a “day in the life” of a professional.

VOLUNTEERING

Volunteering is another great way to learn about what to expect when working in your industry. Similar to a job shadow, you will be able to see a “day in the life” of a professional while also contributing some of your own skills or services. Volunteering can give you a chance to gain new expertise and help you narrow down your specific interests in the field. Follow the links below to help you identify current volunteer opportunities:

<http://volunteer.nsuw.org/>

SAMPLE RESUME

Jane Jones

22 Main Street
Akron, MA 06543
JJones@aol.com (555)555-5555

EDUCATION:

Salem State University
Bachelor of Science in Communications
Concentration: **Public Relations**

Salem, MA
May 20XX

RELEVANT COURSES:

- *Principles of Public Relations
- *Advanced Public Relations Writing
- *Media Relations and Publicity
- * Public Relations Writing
- * Public Relations Case Studies
- * Feature Writing

COURSE PROJECTS:

- *Researched and wrote press releases for non-profit theatre
- *Wrote several promotional articles

COLLEGE ACTIVITIES:

- *Public Relations Student Society of America
- *Program Council, Activity Coordinator

EXPERIENCE:

Salem State University, Office of Admissions
Office Assistant

Salem, MA
09/20XX- 05/20XX

- Guided campus tours
- Answered questions from prospective students and parents
- Input admissions data
- Answered phones and provide administrative support

Starbucks
Shift Supervisor / Trained Barista

Salem, MA
06/20XX-09/20XX

- Trained new employees
- Opened and closed store
- Processed cash and credit sales
- Reconciled cash draw
- Handled total sales
- Built positive customer relationships

Salem Beer Works
Bartender

Salem, MA
01/20XX-06/20XX

- Provided customer service in fast-paced bar atmosphere
- Maintained and restocked inventory
- Processed hour and tip information for payroll and closed regularly

TECHNICAL SKILLS:

Hardware: PC, Macintosh
Software: PageMaker, Microsoft Word, FrontPage, FileMaker Pro

SAMPLE COVER LETTER

Jane Jones
22 Main Street
Akron, MA 06543
JJones@aol.com (555)555-5555

Date (i.e. January 1, 20XX)

John Smith
Salem PR
72 Lafayette Street
Salem, MA 01970

Dear Mr. Smith,

I want to express my interest in the Public Relations Assistant position which was advertised on your website. As a recent graduate with writing, customer service, and administrative experience, I believe I am a strong candidate for a position at Salem PR.

You specify that you are looking for someone with strong communication skills. My education as a Communications major combined with my experience in working with the public has allowed me to advance my abilities in both oral and written communication. Additionally, working as an Office Assistant at the Office of Admissions at Salem State University has given me the skills necessary to perform various administrative tasks required of a public relations assistant. My job has helped me gain experience in making phone calls, performing ordinary office duties, and executing numerous tasks that involve computer programs such as Microsoft Access and Excel. In all my positions, I have carried out my responsibilities with organization, speed, and accuracy, and I know I will be able to apply these abilities to a position with your company.

As a recent college graduate; my maturity, practical experience, and eagerness to enter the public relations field will make me an excellent PR Assistant. I would love to begin my career with your company, and am confident that I would be a beneficial addition to Salem PR.

I have enclosed my resume, and will call within the next week to see if we might arrange a time to speak together. Thank you so much for your time and consideration.

Sincerely,

Jane Jones

SAMPLE COMPANIES

Acosta Sales & Marketing
Allen Roche Group
Arlington Public News
Arnold Communications
Boston VIP List
Bridge Nine Records
CGPR
CollegeFashionista
Dog Health News
Dr. Phil Show
Emanio Creative
GAP Promotions LLC
Greater Media Boston Radio Group
HC Pro
Iron Music Booking Agency LLC
J&L Marketing Inc
KISS FM Radio
Methuen Community TV
MK3 Creative
Mullen PR
Net Atlantic
Nickerson PR
PetEdge
Prevention Wellness Trust Fund
RoosterGNN
Salem Hospital
Shawmut Communications Group
Six Spoke Advertising
Skin to Soul
Sperling Interactive
Sullivan Marketing Ltd
The Salem News
This Old House
TipHive
Totalcom Solutions, Inc
Two Dots Productions
Verizon Wirless
Waxman Communications, LLC
WCVB News Center 5
WGBH
WHDH-TV Channel 7
WWLB-TV (22 News)