

According to the Graphic Communications Education Foundation, there are more than 1 million people in the United States working in the graphic communications industry. These jobs consist of working in general commercial printing, digital imaging, financial printing, magazine and book printing. Many.

Wyoming Applied Communications in a Variety of Fields Communications focuses on how people use messages within and across any number of channels, cultures, contexts, and media. Because of the sheer expanse of this field, the study of communications serves as a suitable foundation for a myriad of careers in a wide range of fields, such as:

- Public Relations** – Professionals in public relations are focused on managing the public image of a person or organization. Therefore, they must possess excellent oral and written communications skills and the theories of persuasion. Therefore, communications in marketing and advertising is used to reinforce experiences, remind consumers about their needs, and convince them to make specific decisions.
- Education** – Communicating with students of any age is the core of the education profession. Without strong oral and written communications skills, the educational process fails.
- Social and Human Services** – Professionals in social and human services, including social workers, counselors, and similar professionals, must be effective communicators and possess a clear understanding of the social process as to inspire change.
- Business** – Clear and effective communications plays a vital role in the functioning of any organization, government, or business. Our increasingly connected world requires professionals who can communicate ideas, concepts, and philosophies to others through virtually any format.
- International Relations and Negotiations** – Professionals in international relations and negotiations understand that globalization – interacting across multiple cultures – relies on effective and efficient communications.
- Law** – The foundation of law involves establishing meaning and persuading others through language. Law professionals are, at their core, superb communicators.
- Healthcare** – Communication is essential for professionals in the healthcare field.

The following list shows some of the many career paths available to communications majors:

- Public Relations Communications Editors** – Communications editors review marketing material, articles, and ad copy; detect errors in spelling, punctuation, grammar, and syntax; and ensure copy conforms to style guidelines and editorial policy. Job responsibilities include establishing relationships with members of the media and identifying key messages to partners and investors.
- Communications directors** also oversee the production of internal and external materials. These professionals are also often responsible for corporate, marketing, and employee communications, as well as crisis management issues.
- Media Relations Managers** – Media relations managers research, write, edit, and coordinate a variety of corporate and marketing communications materials. Job responsibilities for these communications professionals include writing press releases, facts sheets, speeches, marketing material, newsletters, and employee communications.
- Public Relations Account Coordinators** – Public relations account coordinators provide support for the account services team. Responsibilities include writing and proofreading promotional materials, conducting research, and assisting with media outreach efforts.
- Marketing and Advertising Brand Managers** – Brand managers develop and implement the brand strategy of a product or service as to position products and services in the marketplace. These professionals also plan and execute brand marketing and advertising programs as to raise brand awareness and value. Job responsibilities include new business development, marketing communications, advertising, and public relations. Their job duties include overseeing event budgets, timelines, and logistics and creating event marketing plans.
- Market Researchers** – Market researchers determine the demand for new and existing products and services. Their job duties include gathering and analyzing data on competitor activities, analyzing customer demographics and preferences, and forecasting consumer and industry trends.
- Product Managers** – Product managers develop strategies to ensure the success of the product or service lifecycle. These communications professionals oversee the needs and requirements throughout the organization through market research, the coordination of timelines and budgets, and managing outside vendors.
- Marketing Directors** – Marketing directors conceive and execute marketing strategies and programs as to increase the profitability of new and

existing products and services. These professionals are responsible for pricing policies, product and marketing development, and gathering and analyzing market research. Account Managers – Account managers serve as the client representatives of the agency. Account managers are team leaders and strategists, communicating the needs of the client to the agency team and planning effectively to maximize staff time. They are responsible for overseeing all aspects of advertising, including the creative, media, research, and commercial production. Media Planners – Media planners provide strategic recommendations and analyses as to ensure client marketing needs are met. Job responsibilities include developing, executing, and managing plans. Client Services Directors – Client services directors oversee the management of media planning, including budgets, costs, resource allocations, and strategic leadership. These communications professionals are involved in agency negotiations and policy-making decisions. Creative Supervisors – Creative supervisors integrate art, copy, and production functions and guide the overall creative efforts of general advertising creative groups. Job duties include researching story topics, interviewing people, and gathering related information. News reporters may write news stories for print, online publications, or scripts for radio and television. Newscasters – Newscasters speak or read from scripted materials. Their job responsibilities include studying background information to prepare for programs and interviews; interviewing guests; preparing and delivering news; providing commentary; and conducting interviews. Editors – Editors plan and revise content that is published in magazine, books, newspapers, websites, and other publications. Proofreaders – Proofreaders read copy and transcripts for spelling, grammatical, and typographical errors. These communications professionals receive copy, note changes, and provide the corrected documents to writers, typists, and editors. During the collective bargaining process, labor relations managers provide management with the information needed to negotiate new contracts. Their job duties include developing and administering human resources plans and procedures and participating in developing department goals, objectives, and systems. These communications professionals develop and implement strategic initiatives for recruiting diverse talent. Their job duties include nurturing relationships with prospective talent and corporate management. Government and Politics Campaign Directors – Campaign directors are responsible for developing an overall strategic plan for an integrated campaign model. Campaign directors oversee the overall mission of the organization, including the work of campaign professionals and volunteers. Lobbyists – Lobbyists represent a specific person or group of people within a government. Their work involves attempting to effect change by influencing people with policy-making authority. For example, cultural advisors in educational institutions offer academic and career guidance to students. Translators work with written communications, while interpreters work with spoken communications, but both must be experts in the art of communication. International Business Consultants – International business consultants help firms succeed in overseas markets. These communications professionals also often specialize in specific areas, such as production, sales, and distribution. Law Public Defenders – Public defenders are attorneys at the federal, state, or local level who serve as court-appointed counsel for indigent persons in criminal cases. Corporate Lawyers – Corporate lawyers ensure the legality of business practices and transactions for corporations. They are called upon to help their clients work within legal boundaries. These communications experts allow parties to collaborate by finding ways to reach a mutual solution. Job Titles for Professionals with a Background in Communications The following list shows some of the many career paths that communications majors pursue:

Chapter 2 : Careers | Communications Major | Communication Studies

A degree in graphic communications prepares students to work as graphic designers, production managers or even publishing specialists. Programs in graphic communications generally lead to an.

Chapter 3 : Careers - Graphic Communications Major | Illinois State University

Graphic communications is America's most geographically dispersed manufacturing industry and is a major force in the

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economy of nearly every state. Every state has at least facilities, employees, and over \$ million in production.

Chapter 4 : Graphic Communications - Hawkeye Community College

Graphic Communications employs and seeks the greatest sales, service and operations minds in the industry. Our people are the reason we've gone from yearly sales of \$20 million in to more than \$1 billion and climbing today.

Chapter 5 : Career & Technical Education / Graphic Communications

What Careers Are Available in Graphics Communications? A career in graphic communications blends art and technology with business. The field is full of opportunities in areas such as art, animation, web, commercials, film and video.

Chapter 6 : Careers in Graphic Communications – The Print and Graphics Scholarship Foundation

The field of graphic communications includes many creative, technical and leadership careers, three of which are graphic designer, photographer and art director. To determine whether one of these career paths is right for you, take a closer look at the information listed below.

Chapter 7 : Graphic Communications - Programs - Kent Career Technical Center

Careers Related Skills Classroom experiences engage students in creative problem solving while they learn about technology and management practices related to the production and distribution of graphic media in its many forms.

Chapter 8 : Graphic Design and Communication Arts Career Resources

This interdisciplinary fine arts major brings you the best of graphic communication skills rooted in an understanding of artistic theory and traditions. Firmly grounded in both the liberal and fine arts, with a healthy dose of business and the social sciences, this concentration prepares graduates for a wide range of artistic and creative careers.

Chapter 9 : Graphic Communications Careers | Department of Technology - Illinois State

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