Transferable Skills
A liberal arts degree in general, reflects a comprehensive education emphasizing analytical skills, critical thinking and communication skills; abilities in high demand for all employers. Concentrating your studies in a major allows you to also gain specific transferable skills of interest to particular employers and industries. Graduates with a major in Civic Communications and Media are attractive to employers due to their abilities in the following areas:

- Ability to work in multiple forms of communication
- Active Listening
- Apply insights to contemporary problems
- Assess and present differing viewpoints
- Attending to details
- Attention to detail
- Collaborating with others
- Communicate efficiently and effectively
- Complex Problem Solving
- Coordination, organizational skills
- Create effective presentations and messages
- Creative decision making
- Critical Thinking
- Critically assess evidence
- Design market and media research
- Dialogue with others
- Effectively organize and present information
- Engagement in public life
- Explain complex ideas and processes
- Formulate and systematically investigate hypotheses
- Identifying different needs of individuals, organizational members, and audiences
- Implement research outcomes
- Independently work to create projects
- Interviewing people
- Judgment & Decision Making
- Knowledge of design and composition
- Organizing teams and small groups
- Social Perceptiveness
- Speak to individuals, groups, or rooms full of people
- Strong writing skills
- Systematically gather sources of information
- Time Management
- Understand dynamics of communication and media change
- Understanding organizational and cultural values

Range of example positions held by Civic Communication and Media Majors
Please note that some of these positions require an advanced degree. For more information and descriptions of these careers, visit O*NET On-line.

- Architect
- Attorney
- Author
- Brand Director
- Business Owner and Entrepreneur
- Campaign Director
- Chief Information Officer
- Chief of Staff
- College Professor
- Communication Director
- Community Organizer
- Content Strategist
- Copywriter
- Digital Producer
- Director, Fan and Brand Strategy
- Elected Official
- Global Communications Specialist
- Graphic Designer
- Instructional Media Specialist
- Journalist
- Legislative Director
- Marketing Communications Director
- Marketing Executive
- Nonprofit Executive Director
- Outreach and Strategy Specialist
- Principal
• Public Relations Consultant
• Publicist
• Researcher
• Screenwriter
• Social Media Director
• Speechwriter
• Spokesperson

• Strategic Communication Consultant
• Supervisory Archivist
• Teacher
• User Experience Designer
• User Experience Researcher
• Writer

Professional Associations
Professional associations or organizations can be a great way to meet, learn from and network with professionals in your field of interest. Inexpensive student memberships are often available. These are only a sampling of professional associations. Be sure to search for others that may be applicable or helpful.

• National Communication Association
• Rhetoric Society of America
• International Communication Association
• Alliance of Digital Humanities
• HASTAC