

MAP THE FUTURE COMMUNICATIONS

A Guide For Optimizing Your Degree

This career map provides a general blueprint of how to navigate your under-graduate program. The map highlights quality experiences to supplement your coursework and identify academic milestones for years one through four.

Take advantage of the rich resources the university and Chattanooga community have to offer as you prepare for post-college years. During your time here, forge connections, participate in organizations and utilize exploratory learning options to gain real-world experiences outside of the classroom.

ABOUT THE COLLEGE OF ARTS AND SCIENCES

Our mission is to provide an environment for intellectual curiosity and a foundation for life-long learning, thinking, reflection and growth. We do this by: equipping students with transferable skills, encouraging cultural and intellectual diversity and advancing knowledge through research and creative activities.

Small classes, careful advising and personal attention make our commitment work for students majoring in the fine arts, the humanities, the sciences and behavioral sciences, and for students preparing for professional study through a liberal education.

YOUR COMMUNICATIONS DEGREE

Our curriculum prepares graduates for the rapidly changing media and communication worlds of the 21st century. Students receive a solid foundation in the liberal arts and sciences, as well as training in the skills and knowledge required for success in a wide variety of professions. Students are given a foundation for success in an ethnically and culturally diverse world.

Graduates work in a variety of professions, including print, broadcast and electronic journalism, public relations, advertising, broadcast production, web editing and design and multi-media production and presentation.

The Communication degree at UTC provides a solid foundation for further study in graduate or professional schools. Graduates have continued their studies at the University of Florida, Michigan State University, Ohio State University, University of South Florida, University of Texas and University of Mississippi Law Schools, among others.

utc.edu/communication

OPPORTUNITIES FOR COMMUNICATION STUDENTS

Scholarships

Adolph S. Ochs Scholarship: Awarded to a junior or senior who plans to pursue a career in print journalism; overall and major GPA 3.0; minimum of two semesters remaining before graduation.

WRCB-TV / Sarkes Tarzian Scholarship: Awarded to a junior or senior who plans to pursue a career in television broadcasting; overall and major GPA 3.0; minimum of two semesters remaining before graduation.

Ralph & Donna Damon Dawn Scholarship: Awarded to a student with demonstrated successful academic performance and/or financial need, overall and major GPA 3.0; minimum of two semesters remaining before graduation.

Osovsky Family Scholarship: Awarded to a student pursuing a major in communication with a demonstrated financial need; overall and major GPA 3.0; minimum of two semesters remaining before graduation.

Student Media

Communication students need to gain experience working in student media prior to graduating. We encourage involvement with these organizations:

- The UTC Echo - student news website and weekly newspaper
- Mocs News - student broadcast news report
- The Perch - student web radio station
- Public Relations Student Society of America
- National Association of Black Journalists

EXPERIENTIAL LEARNING FOR COMMUNICATION MAJORS

All communication students are required to complete an internship or a directed project before graduation. Most choose to complete an internship because of the valuable work experience it provides. Previous internships include:

Nonprofit Public Relations

- American Cancer Society
- American Hiking Society
- Chattanooga Metropolitan Airport Authority
- Chattanooga Nature Center
- Public Education Foundation (PEF)
- Tennessee Legislative Internship Program
- Tennessee Valley Public Power Association

For-profit Public Relations, Agencies, Advertising and Marketing

- Athlon Sports
- Blissful Moments Wedding & Event Planning
- BlueCross BlueShield of Tennessee
- CBL Properties
- Crabtree Farms
- Derryberry PR
- Foresight Management Development Co.
- UNUM
- U.S. Xpress Inc.
- Volkswagen

Writing Publication/Magazine

- Chattanooga Times Free Press
- Detroit News
- Nooga.com
- The Parent Magazine
- The Pulse
- Broadcasting (Television, Radio and other production facilities)
- Brewer Media Group
- Deaton Flanigen Productions
- Full Media
- Hits 96 Radio
- WTCI-TV/PBS

CAREER POSSIBILITIES FOR COMMUNICATION MAJORS

Are you starting college with a specific career in mind? Communication graduates excel in these fields and more.

Visit University Career Services at utc.edu/career-student-employment for a detailed list of career possibilities.

Business

- Sales
- Customer Service
- Management
- Insurance: Underwriting, Claims Management and Sales
- Real Estate: Property Management and Sales
- Human Resources
- Training and Development
- Labor Relations
- Writing/Editing
- Corporate Communication
- Office Management

Public Relations/Advertising

- Public Relations
- Advertising
- Marketing
- Corporate Public Affairs
- Investor Relations
- Development
- Event Coordination
- Media Analysis/Planning
- Creative Directing
- Writing/Editing
- Audience Analysis
- Public Opinion Research
- Media
- Writing
- Editing
- Copywriting
- Publishing
- Producing

Managing/Directing

- Research
- Media Sales
- Media Planning
- Broadcasting

Nonprofit

- Administration
- Management
- Grant Writing
- Writing/Editing
- Fundraising/Development
- Public Relations
- Volunteer Coordination

Government

- City or Town Management
- Community Affairs
- Campaigning
- Legislative Assistance
- Public Information
- Research
- Lobbying
- Conflict Negotiation
- Program Administration
- General Services
- Social Services
- Foreign Service
- Legislative, Executive or Judicial services

Law

Higher Education

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	PROF. DEVELOP.
EXPLORATION	<p>Examine your interests and identify your strengths with resources available through University Career Services.</p> <p>Explore other academic fields through General Education courses.</p>	<p>Speak with your advisor about the COMM program and your career plans, including non-credit internship opportunities.</p> <p>Explore departmental scholarships.</p>	<p>Expand your skills by practicing with the software in the labs and spend time building your electronic portfolio.</p> <p>Establish relationships with faculty for future résumé references.</p>	<p>Spend time building your electronic portfolio.</p> <p>Establish relationship with faculty for future résumé references.</p>	<p>Use the networks you established (via the internship or otherwise) during your undergraduate work to make connections outside of campus with individuals (including alumni), businesses and organizations.</p>
ACADEMIC MILESTONES	<p>Complete COMM 1010 and the Computer Literacy elective.</p> <p>Begin General Education requirements.</p>	<p>Complete all 2000-level core courses for the major and first year of Foreign Language.</p> <p>Continue General Education courses.</p> <p>Declare a minor.</p>	<p>Complete Mass Comm Law and Ethics, General Education requirements and second year of Foreign Language.</p> <p>Continue minor and begin the COMM Skills upper-division electives.</p>	<p>Complete Senior Seminar, an internship and any remaining upper-division major courses.</p> <p>Complete your minor.</p> <p>Apply to graduate.</p>	<p>Be able to talk about your accomplishments during your undergraduate work—campus events, community job fairs, etc. Be prepared to explain your accomplishments and benefits of mastering the software in the COMM Skills courses.</p>
CONNECTIONS	<p>Regularly meet with your advisor.</p> <p>Connect with the department via department Facebook.</p> <p>Explore opportunities in Student Media.</p>	<p>Participate in Student Media: The University Echo, Mocs News or The Perch.</p>	<p>Expand your network with communication professionals for job shadow opportunities and tips for success.</p> <p>Contact your advisor and faculty for assistance.</p> <p>Talk with department head about alumni connections.</p>	<p>Plan ahead for your internship application.</p> <p>Network with potential internship organizations/agencies that match your career goals.</p>	<p>Maximize your potential career options by participating in Student Media. Your advisor and faculty can assist you in areas of interest to you.</p>
READINESS	<p>Explore resources with University Career Services.</p> <p>Identify four skills employers seek and begin cultivating those skills.</p> <p>Attend a part-time job fair in fall or spring.</p>	<p>Discuss internship opportunities with the department's internship directors. Talk with your advisor about how to grow skills and connections.</p> <p>Prepare your electronic résumé.</p>	<p>Take COMM Skills electives that will prepare you for success in a competitive digital, global workforce.</p> <p>Always update your electronic résumé.</p> <p>Utilize University Career Services' resources.</p>	<p>Always update your electronic résumé and prepare your professional brand via social media.</p>	
ACHIEVEMENT	<p>Complete 30 credit hours.</p> <p>Visit your advisor at least twice. Have a specific plan for your second year and a tentative plan for years three and four.</p>	<p>Complete 60 credit hours.</p> <p>You should know your advisor well. Have a specific plan for your third year, a tentative minor and the first semester of your fourth year planned.</p>	<p>Complete 90 credit hours, including at least 15 hours of courses at the 3000-4000 level in your major and minor. Confirm graduation requirements will be met by the end of fourth year.</p>	<p>Complete 120 credit hours, including 39 hours at the 3000-4000 level.</p> <p>Attend commencement and prepare to join the Alumni Association.</p>	