

CALLING ALL PROSPECTIVE COMMUNICATION MAJORS!

THERE HAS NEVER BEEN A MORE EXCITING TIME TO STUDY COMMUNICATION or to become a communication professional. The business and academic worlds are hungry for bright, creative, and savvy communication experts. The market for communication majors is strong. The United States Bureau of Labor Statistics presents a comprehensive and encouraging picture of the earning potential of communication majors at www.bls.gov/oes/current/oes273099.htm. CBSNews.com reports communication majors have a high employment rate (96.7%) and are quick to land jobs upon graduation.

According to results from a poll sponsored by the American Association of Colleges and University and conducted by Hart Research Associates; major U.S. employers indicate that the following six student-learning outcomes should receive more emphasis in college curricula:

- Critical thinking and analytical reasoning
- Complex problem solving and analysis
- Written and oral communication
- Application of knowledge and skills in real-world settings
- Ability to locate, organize and evaluate information from multiple sources
- Innovation and creativity

A Communication major grounded in the liberal arts tradition builds these valuable assets that can lead to many rewarding career opportunities. Make an appointment with a Communication academic advisor on your campus soon and plan your studies.



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