

B.A. Communication Studies | Major Map

2015-22 GRADUATE CAREER OUTCOMES

Based on information from 100% of graduates

93% Secured
Employment

100% Admitted Into Graduate School
or Professional Program

POPULAR CAREERS

- **Business:** sales, customer service, manager, insurance agent, real estate agent, human resources
- **Public Relations:** advertiser, marketer, event coordinator, creative director, media analyst
- **Media:** writer, editor, producer, manager and director, broadcaster
- **Nonprofit:** grant writer, fundraising developer, volunteer coordinator
- **Law:** prosecutor, defense, mediator, law assistant
- **Higher Education:** teacher, researcher
- **Government:** city manager, community affairs, campaigner, lobbyist, foreign service representative

POPULAR EMPLOYERS

Manufacturers, insurance companies, hospitals, real estate agencies, consulting firms, government agencies, literary agencies, foundations, law firms, colleges & universities, political organizations

SIGNATURE EXPERIENCES

- **Internships**
 - Alzheimer's Association
 - Downtown Sioux Falls, Inc.
 - First PREMIER Bank
 - The Hood Magazine
 - KELOLAND News
 - Lawrence & Schiller
 - Make-A-Wish South Dakota
 - Matt Jensen Marketing
 - Sanford Health
 - Serendipitous Events
 - Washington Pavilion
- **Example Research Topics**
 - Witness to Myself: Experiencing the Self Online
 - The New Colossus: An Analytical Approach
 - Hope in a Broken Justice System: A Study of the Episode 'Hope'
- **Study Away**
 - AU Faculty-Led: From Luther to Lutefisk: 500+ Years of Religious Communication in Germany & Norway



WHY MAJOR IN COMMUNICATION STUDIES?

Study in communication concerns the nature of human interaction. As such, it is one of the most useful areas of study that a person might undertake. Communication is an integral component of a liberal education. Further, communication is an intrinsic feature of functional literacy in contemporary society. Oral communication competence serves the individual in interpersonal, group, organizational, public address and mass communication settings. Training in communication is also excellent preparation for the workplace.

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FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in COMM 250: Interpersonal Communication and COMM 260: Persuasion.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).

- Speak with your faculty advisor to discuss course offerings and signature experience options.
- Explore minors or elective credits that interest you.
- Contact the Student Success Center to declare any second majors or minors.
- Engage in research, and present your work at the annual research symposium.
- Study away during J-Term, spring break, summer or an entire semester.
- Consider applying for the Washington, D.C. Semester.
- Enroll in COMM 395: Internship.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Enroll in COMM 310: Communication Theory and COMM 398: Communication Honors Seminar.
- Apply to the communication honor society, Lambda Pi Eta.
- Enroll in remaining COMM requirements and electives.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Participate in campus organizations such as the Public Relations Student Society of America (PRSSA), Union Board of Governors (UBG) or Serving and Learning Together (SALT).
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.
- Write for *The Augustana Mirror*.

- Attend the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment.
- Participate in the alumni mentor program.
- Consider elite scholarship opportunities, such as the Fulbright, Rhodes or Truman.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- Take standardized exams (e.g., GRE, LSAT, MCAT), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry and Government) and Teacher Job Fairs.
- Continue to connect with alumni.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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