

Why Study Communication at UMD?

UNIVERSITY OF MARYLAND'S COMMUNICATION DEGREE will provide you with the intellectual and practical skills employers seek, including **oral and written communication; analytical, critical and creative thinking; interpersonal and organizational skills; decision making and teamwork; and digital media skills.** You'll build leadership skills through participation in departmental student organizations and governing opportunities that will benefit you and the organizations you will lead in the future. These transferable skills can be applied to virtually any position upon graduation, or to advanced academic work.

COMMUNICATION CURRICULUM

The undergraduate major offers four tracks:

Public Relations, Rhetoric and Political Culture, Social Influence and Communication Studies.

The public relations track includes news writing and editing, promotional campaigns, principles and research. The rhetoric and political culture track includes analysis of rhetorical and legal arguments, public address and media framing.

The social influence track includes the study of persuasion, negotiation and conflict resolution, media processes and intercultural communication.

The communication studies track integrates social science with rhetorical approaches. This track is also offered with a focus on digital media and visual communication at The Universities at Shady Grove in Rockville, MD.

SAMPLE COURSE TITLES

- ▶ Communication and Digital Media
- ▶ Essentials of Intercultural Communication
- ▶ Public Communication Campaigns
- ▶ Communication in Complex Organizations
- ▶ Crisis Communication

UNIVERSITY OF
MARYLAND

COMMUNICATION DEGREES IN ACTION

95% of recent ARHU graduates are either working full time, interning or pursuing graduate studies. Here's where some of our communication graduates are working or studying:

- ▶ AOL, Marketing Coordinator
- ▶ Discovery Communications, Publicity Assistant
- ▶ U.S. Food & Drug Administration, Program Analyst
- ▶ Walt Disney World Resort, Hospitality Specialist
- ▶ Yelp, Account Executive
- ▶ Edelman, Junior Project Manager
- ▶ Washington and Lee University, Law
- ▶ University of Maryland, Public Policy

TIPS FOR CAREER SUCCESS

It's never too early to start planning for your career after graduation. Make an appointment to talk with the University Career Center @ARHU where we'll work with you to assess your skills, values and interests and use them to help find opportunities that meet your goals. Academic and career advisors will work with you to incorporate internships, living and learning programs, global experiences, research and more into your academic plan. Research shows that having one or more internships drastically increases your ability to land a full-time position upon graduation. Learn more at careers.umd.edu.

RYAN SWANN '06, COMMUNICATION Director of Data Analytics, Office of Government-wide Policy, U.S. Government Services Administration



"My communication degree provided me with the knowledge, strategies and skills needed to solve problems, make decisions, foster collaboration and strengthen relationships in complex organizations. My communication classes also taught me research methods I use daily to evaluate the data that inform government policy decisions."

FOR MORE INFORMATION,
visit comm.umd.edu or call
301.405.0862. To learn about the
program at The Universities at Shady
Grove and to apply, visit go.umd.edu/commshadygrove
or call 301.738.6168.

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ABOUT THE COLLEGE OF ARTS & HUMANITIES (ARHU)

ARHU is home to 14 departments and 64 bachelor's degrees, minors and certificate programs, so you can tailor your degree (or double major) across various fields of study, including performing and visual arts, languages, literatures and cultures. With a 10 to 1 student-faculty ratio, ARHU offers you the benefits of a tight-knit community with access to the resources of a large, public research institution near the nation's capital.

