

Why Study Communication at UMD?

THE 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; decision making and teamwork; and digital media skills**. You'll develop your leadership abilities through participation in departmental student organizations, governing opportunities and internships that will benefit you and the organizations you will lead in the future. These skills can be applied to virtually any position upon graduation and to advanced academic work.

COMMUNICATION CURRICULUM

The communication major studies the history, processes and effects of human communication. Students may pursue **Communication Studies**, gaining a broad perspective of communication, or select one of four specializations. **Health and Science Communication** examines how health, risk and science-related issues are communicated and the effects of messages on public opinion and behavior. **Media and Digital Communication** studies how messages are produced and disseminated by traditional and digital media. **Political Communication and Public Advocacy** explores how messages are communicated in political settings. **Public Relations** studies how messages are managed to develop relationships that enhance organizational success and shape public opinion.

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

92% 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

*Placement rate is based on the May 2019 university graduation survey

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. We'll work with you to assess your skills, values and interests and use them to find opportunities that meet your goals. Academic and career advisors will help you incorporate internships, living-learning programs, global experiences, research and more into your academic plan. Research shows that having one or more internships increases your ability to land a full-time position after graduation. Learn more at careers.umd.edu.

BE WORLDWIDE. GET WORLDREADY. CAREER INITIATIVE

The "Be Worldwide. Get Worldready." initiative prepares students to adapt and thrive in the workplace and shapes the kind of global citizens they can become. It creatively integrates career development in the ARHU academic experience by offering strategic career preparation and academic advising; engages faculty to develop new and reimagined courses, majors and minors; and provides opportunities to apply scholarship to practice. Students learn to communicate the real-world value of their arts and humanities degree through this initiative.

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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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."

ABOUT THE COLLEGE OF ARTS & HUMANITIES (ARHU)

ARHU is home to 14 departments and 79 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 an 8 to 1 student to 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.



COLLEGE OF
ARTS & HUMANITIES

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