



WHAT YOU CAN DO WITH A MASTER'S IN COMMUNICATION

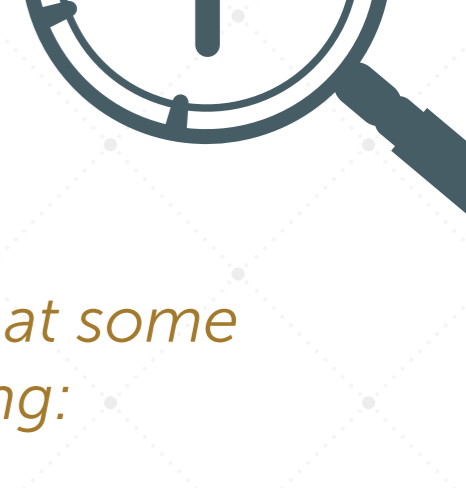
A Master's degree in Communication can help you solve some of your organization's most pressing communication problems, build lifelong skills, explore new fields—and advance in your career. Here's what you can do:

ENTER NEW FIELDS

Considering a career change? Communications skills are so important they can help you switch fields in virtually every sector. You'll find communication jobs in virtually every industry, including but not limited to:

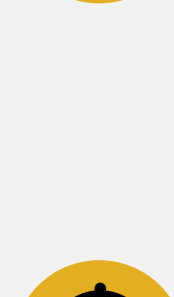


EVEN FIELDS THAT DON'T HAVE STRONG EXTERNAL-FACING NEEDS, STILL NEED EFFECTIVE COMMUNICATORS TO SUPPORT THEIR MISSION INTERNALLY.



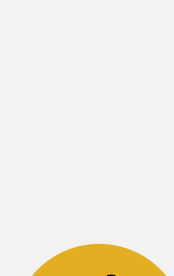
Where You'll Find Purdue Grads

Graduates of Purdue University's Master's in Communication work at some of the most respected companies in a wide range of fields, including:



Aerospace and Manufacturing

- Boeing
- Caterpillar
- John Deere



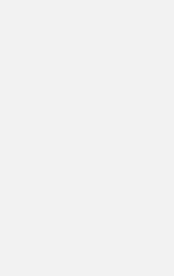
Financial and Management Consulting

- Northern Trust
- Pricewaterhouse Coopers
- State Farm
- Wells Fargo



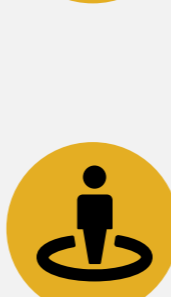
Non-Profits/Philanthropy

- Habitat for Humanity
- United Way



Media and Entertainment

- Clear Channel Media and Communications
- CNN
- NCAA
- Nielsen
- Time Warner Cable



International

- UNICEF



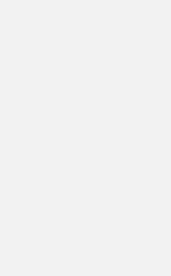
Consumer Products

- Apple
- Coca Cola
- Walgreens



Medical and Biotech

- Cancer Treatment Centers for America
- Humana
- Pfizer



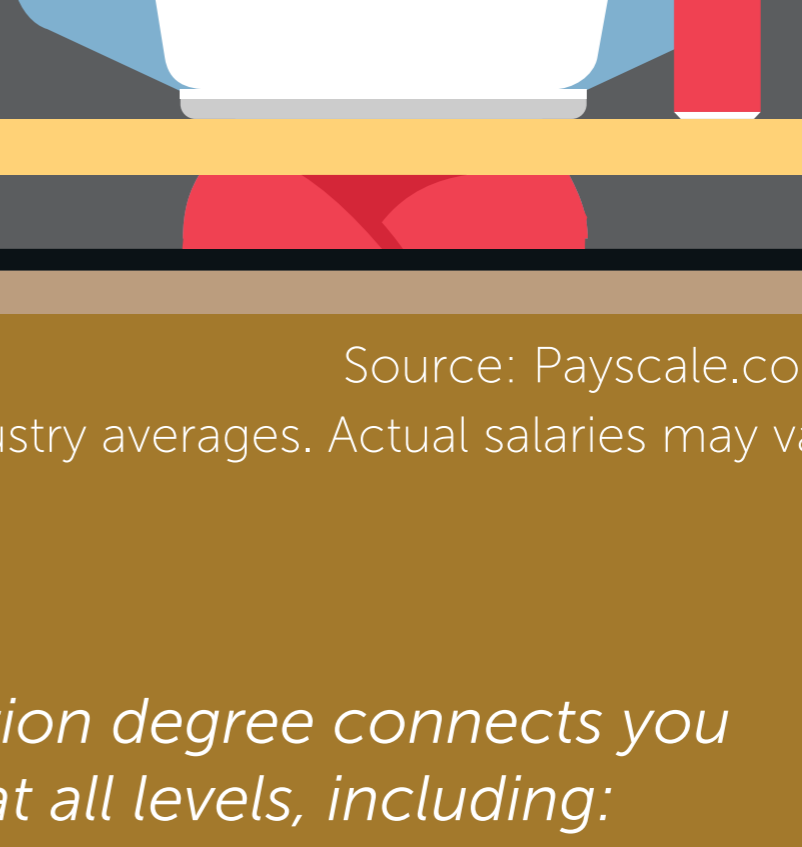
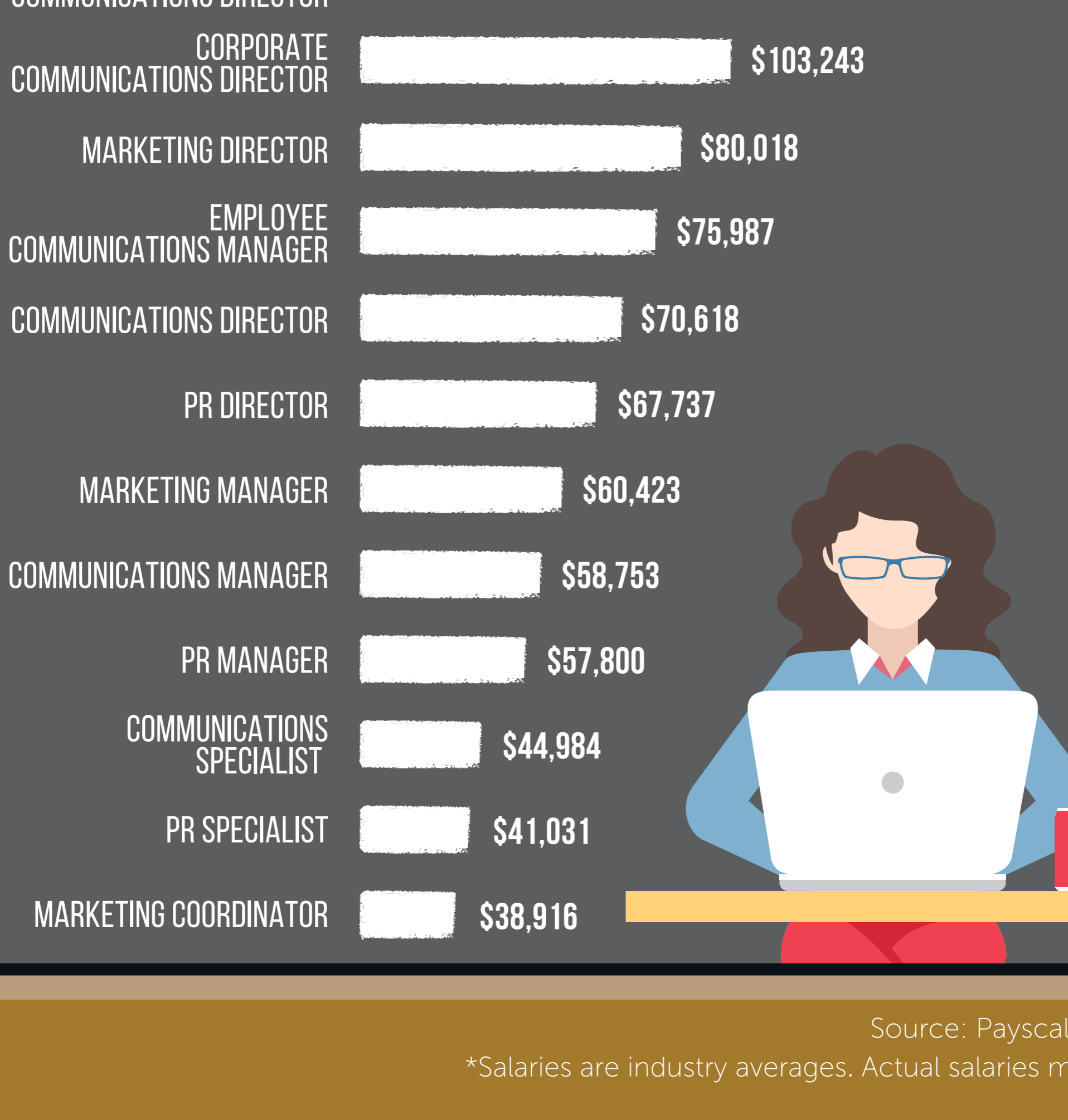
Government

- Department of Defense
- Department of Homeland Security
- FBI
- FDA
- Library of Congress
- Social Security Administration

ADVANCE YOUR CAREER



While many entry-level communications positions only require a bachelor's degree, a master's degree can help advance your career and position you for jobs with greater responsibility. Across all fields, communications careers have opportunities for growth well above the median salary for media and communications occupations, which was \$53,530 in 2015.¹ Here are just a few examples:



Source: Payscale.com²

*Salaries are industry averages. Actual salaries may vary.

What Purdue Alumni Do:

Purdue University's Master's in Communication degree connects you to a network of highly skilled professionals at all levels, including:

- Assistant Director of Communications
- Assistant VP & Director of Information Systems
- Associate Director of Consumer Marketing
- CEO
- Chief of Public Affairs
- Chief of Staff
- Civil Affairs Team Leader
- Committee Director, Member Relations Division
- Communication / Speech Writer
- Community Relations Manager
- Consultant
- Corporate Communications Specialist
- Creative Director
- Dean of Academic Affairs
- Digital Communications Manager
- Director of Communications
- Director of Marketing and PR
- Director of Public Affairs
- Executive Assistant to the Vice President, Human Resource
- Executive Director of Creative Services
- HR Communications Manager
- Internal Communication Manager
- International Marketing Specialist
- Manager of Donor Relations
- Marketing and Social Media Director
- News Anchor
- Operations Manager
- Outreach Director
- PR Manager
- President, Strategic Communication Officer
- Principal, Strategic Alliances, Business Development and Marketing
- Professional Basketball
- Program Administrator
- Public Affairs Officer
- Public Information Director
- Radio Operations - Producer and DJ
- Regional Sales Manager
- Reporter
- Sales Executive
- Senior Vice President Strategic Marketing Communications
- Vice President of Community Relations
- VP & Sr. Relationship Manager

A MASTER'S DEGREE IN COMMUNICATION IS A SIGN YOU'RE READY FOR ADDED RESPONSIBILITIES:



More than half of master's in communication graduates who responded to one survey took on greater responsibility at work.



Nearly one-third 32% were promoted within a year of earning their degree.³

SOLVE PROBLEMS

If you're a communications professional, your organization counts on you for answers. A master's degree can help you master a wide range of workplace challenges, including:



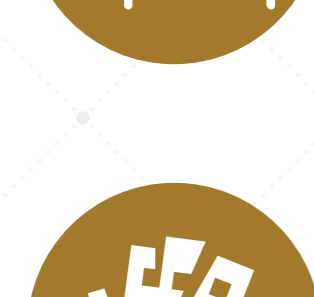
Social Media

Creating or enhancing a corporate identity on social media



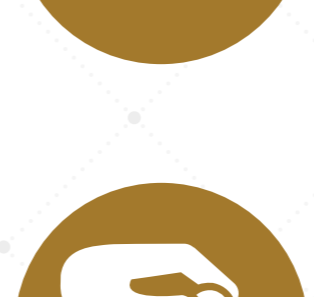
Organizational Management

Developing internal communications tools and strategies



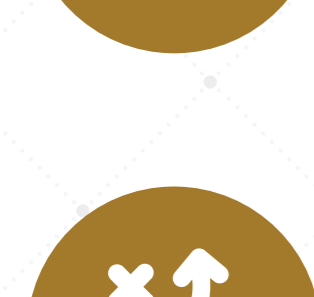
Global Communications

Reaching different international audiences



Media Management

Understanding the performance of media campaigns



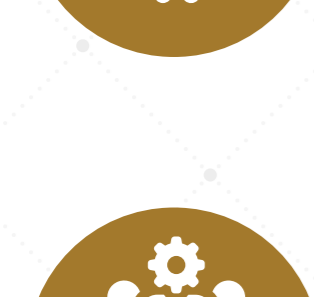
Crisis Management

Planning for and responding effectively to crises



Outreach and Fundraising

Helping nonprofits get the word out and receive financial support



Strategic Planning

Developing comprehensive communication strategies



Polling and Research

Accurately surveying the public
Designing and interpreting research



Leadership Development/Support

Helping senior leaders communicate more effectively



BUILD SKILLS FOR LIFE

Communication skills are vital at every stage of your career.

An analysis of more than 25 million job postings found that communication was ranked the first and second most desired baseline skill—across all industries and job levels⁴. High-demand communication skills include:

Written and verbal communications

Selecting appropriate forms of communication

Understanding audience

Presentation skills

Clarity

Strategy development

Fostering teamwork through communication

Providing feedback and motivation

Don't think of these as "soft skills"—employers now call them "baseline" or "foundational" skills necessary for success at all levels.

PURDUE UNIVERSITY

<http://online.purdue.edu/comm/masters-in-communication>

877-497-5851

1 <http://www.bls.gov/ooh/media-and-communication/home.htm>

2 <http://www.payscale.com/gigzig.aspx#/US///Communications+Manager>, <http://www.payscale.com/gigzig.aspx#/US///Public+Relations+%28PR%29+Director>

3 <http://www.affordablecollegesonline.org/degrees/masters-programs/best-online-masters-in-communications/>

4 <http://www.cnbc.com/2015/12/01/the-skills-employers-are-looking-for.html>