Communication, Media, and Rhetoric

Description of Major
The Communication, Media, and Rhetoric curriculum is designed to introduce UMM students to the study of the multidimensional nature of oral communication, including rhetoric, human communication, and electronic mass media; to promote the skills of lifelong learning as producers and consumers of messages; to develop in students the capabilities for active involvement in a participatory democracy.

Skills
A liberal arts education and study in a particular major will lead to the acquisition of a group of skills which enable one to solve problems, communicate effectively, and perform complicated tasks. These skills are essential in any career. The following is a list of important and commonly agreed upon career skills identified by UMM Communication, Media, and Rhetoric faculty as a part of the project to Improve Public Understanding of Liberal Learning (IMPULL). The skills are those which all or most students studying Communication, Media, and Rhetoric are likely to acquire through classroom instruction, co-curricular or extra-curricular activities.

Jobs Obtained by UMM Communication, Media, and Rhetoric Graduates
Studies conducted by the UMM Career Center have shown that graduates obtain jobs that are both related to their major and jobs that may not be formally related to the major. About 58% of the Communication, Media, and Rhetoric graduates from 1964-1998 said their job was in the same field or related to their undergraduate major. Other studies have shown that liberal arts graduates find employment that makes use of their skills, special knowledge, values, and interests, even though the employment field may not be related to their academic major. Listed below are some jobs obtained by UMM Communication, Media, and Rhetoric graduates:

Account Manager
Account Supervisor
Administrative Assistant
Administrative Planner
Administrator
Administrator & Vendor Relations Manager
Admissions Coordinator
Admissions Counselor
Admissions Representative
Adult Education
Advertising Account Executive
Advertising Department Head
Art Director
Arts Administrator
Attorney
Banker/Loan Officer
Banking Supervisor
Bookkeeper
Business Consultant
Business Owner
Buyer
Catalog Production Coordinator
Chief of Police
City Clerk
Claims Adjuster
Clergy
Clerical Worker
Client Services Representative
Clinical Research Coordinator
College Instructor
College Multicultural Program Coordinator
Communications Clerk
Community College Dean
Community Education Coordinator
Community Liaison
Community Loan Officer
Company Director
Computer Administrator
Computer Software Instructor
Computer Technician
Computer Training Coordinator
Consultant
Corporation President
Counselor
Course Ware Manager

Court Reporter
Credit Analyst
Customer Service Representative
Director
Director of Experimental Farming
District Sales Manager
Documentation Coordinator
Documentation Specialist
Early Childhood Administrator
Educational Researcher
Electronics Service Engineer
Executive Assistant
Fund Raiser
Fundraising/Special Events Coordinator
Game Inventor/Marketer
General Manager VP
Graphic Designer
Historical Society Director
Human Resources Consultant
Human Resources Generalist
Human Resources Manager
Human Services Case Manager
Information Services Coordinator
Insurance Account Executive
Insurance Agent
Investments
Licensed Day Care Provider
Local Government Administration
Mail Carrier
Management/Sales Performance Trainer
Marketing Director
Marketing Information and Communications Coordinator
Media Specialist
Missionary Pastor
Newspaper Circulation Manager
Newspaper Writer/Photographer
Non-Profit Executive Director
Office Manager
Operations Manager
Organizational Development Consultant
Outdoor Education Director
Pastor/Minister
Placement Coordinator
Police Officer
Political Consultant
Principal
Professional Speaker
Professional Training Consultant
Professor
Proposal Manager
Public Relations
Public Relations Director
Radio Station Manager
Real Estate Closer
Real Estate Marketing Director
Religion Director/Youth Minister
Relocation Manager
Researcher
Restaurant Manager
Restaurateur/Bar Manager
Retail Manager
Sales Coordinator
Sales Vice President
Salesperson
Social Service Supervisor
Social Worker
Software Developer
Teacher
Technical Resource Manager
Television Editor/Videographer
Television Producer
Television Station Office Worker
Training Analyst
Training and Development Manager
Training Manager
University Admissions Counselor
University Theatre Shop Foreman
Vendor Relations/Performance Manager
Vision Therapist/Office Personnel
Weather Reporter/Anchor
There are many occupations that do not require a specific undergraduate major; they are often learned as a result of on-the-job training rather than prior education. What is sought among prospective employees is the development of certain skills and abilities that can be developed not only through an academic major but through courses taken as part of one’s general education, and through internships, directed studies, tutorials, seminars, study abroad, work-study and summer employment, and volunteer experiences.

Communication, Multimedia, & Rhetoric (Adobe Acrobat Supplement)
Communications/Journalism (Adobe Acrobat Supplement)
Graduate/Professional Schools in CMR
Links to Speech Jobs
Communication, Multimedia, & Rhetoric Links

CMR Career Information:
- BLS
- Humboldt
- Fresno State
- Ithaca College
- James Madison U
- Metro State College of Denver
- UNCW

Speech Communications Career Links:
- Illinois U