Communication B.A.
Major
Bachelor of Arts
Communication
College of Liberal Arts

Communication students learn about human relations, including how humans use and misuse symbols and how they achieve cooperation and manage conflict. Understanding and practicing effective communication enhances your self-awareness, improves your relationships and your health, and empowers you to be an active citizen of the world. Students develop conceptual and research competence and applied skills in the areas of interpersonal communication, mass media, and rhetoric and public affairs.

Why UMD

Students who major in communication at UMD graduate with an understanding of human interpersonal communication interactions, the functions of the media in today’s society, the uses of persuasion, and the nature of communication within organizations.

Acquired Skills

Communication majors develop:

- Strong oral and written communication skills
- The ability to influence, persuade, and present alternative viewpoints
- Skills in listening, clarifying, questioning, and responding
- The ability to work well in teams
- Analytical, creative, and critical thinking skills

Career Possibilities

- Marketing
- Sales
- Hospitality
- Business Development
- Public Relations
- Corporate Communications
- Campaign Management
- Media
- Social Media Management
- Content Development and Strategy
- Event Management
- So much more..

Scholarships

- The John Ness Memorial Award
- Virginia T. Katz Scholarship

Student Clubs

Communication Club

What you can do with this degree?

Comm is, among other things, a science and art leveraged for sharing information, achieving understanding, influencing beliefs and behaviors, creating and spreading culture, resolving conflicts and
conveying emotions. Whether you become a politician or a software-engineer, communicating effectively will serve you well throughout your career and personal life.

Graduate Report

Recent UMD Graduates Job Placement Data & Employers

Here's a sampling of positions Communication grads have attained six months to one year after graduation.

- American Indian Community Housing Organization, Duluth, MN - Shelter Advocate
- Boom Lab, Minneapolis, MN - Project Management Associate
- Ecolab, St. Paul, MN - Talent Acquisition Coordinator
- Fairview Clinics, Edina, MN - Patient Coordinator
- Microsoft, Fargo, ND - Sales Development Specialist
- Out There Advertising, Duluth, MN - Media Assistant
- York Solutions, Brooklyn Park, MN - IT Recruiter

For more data see the Communication Graduate Follow-Up Report.

For ideas about Communication and other majors visit Career & Internship Services.

[UMD College of Liberal Arts]

University of Minnesota Duluth
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