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 minor 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 will 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..

**Student Clubs**

Communication Club

**What you can do with this degree?**

Communication 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.
Where the possibilities are endless. We will be your compass.

Department of Communication
comm@d.umn.edu [1]
cla.d.umn.edu [2]
(218) 726-8576

Links
[1] mailto:comm@d.umn.edu