

Business Communication



Career Pathways

School of Design

Overview:

The degree in Business Communication provides students with a wide range of skills from writing and designing to public relations and marketing. Courses are offered in intercultural communication, management, marketing, video and design fundamentals, conflict and negotiation, advertising, and journalism. A major in Business Communication prepares students to be effective communicators in a wide variety of industries.

Acquired Skills **MOST** Valued by Employers:

- Apply Principles of Publication Design/Layout
- Utilize IT via Word Processing, Spreadsheets, and Presentation Software
- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency

Common Pathways:

- Public relations director
- Advertising account manager
- Event manager
- Magazine writer
- Entrepreneur
- Journalist or editor
- Media representative
- Publisher
- Sales director
- Marketer
- Project manager
- Program coordinator
- Customer care

Please note that some of these pathways require an advanced degree

Common Industries:

- Public relations firms
- Advertising agencies
- Sports and entertainment organizations
- Print and electronic media
- Hotels/Hospitality industry
- Hospitals and other healthcare organizations
- Real estate agencies
- Digital marketing companies
- Event consulting firms
- Project management firms
- Radio and television companies
- Market research firms
- Human resources departments
- Government Agencies
- Social and community service management
- College administration/student services

Sample of Employers of Stevenson University Students:

- Agora Publishing
- Baltimore Business Journal
- Baltimore Orioles
- CareFirst Blue Cross/Blue Shield
- The Catholic Review
- CITGO Petroleum Corporation
- Cystic Fibrosis Foundation
- Event Planning
- Federal Investment Trust
- Girl Scouts of Central Maryland
- Gramercy Mansion
- Horseshoe Casino
- LIVEstrong
- LUNgevity Foundation
- Maryland Center for Innovation
- PGA Tour
- Stevenson University
- T. Rowe Price
- University of MD/St. Joseph Medical Center
- US Lacrosse
- Walt Disney World
- Wells Fargo