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What can i do with a masters in communications

The communications field is broad and vast and can accommodate just about every interest. This field covers everything from marketing to teaching, interpreting to television broadcasting, and just about everything in between.It's a great field to enter because there are so many possibilities and so many different ways you can take your degree and knowledge and pivot in a new direction.In the most general sense, a communications degree is about communicating effectively, but it obviously goes much deeper than that. Today there are a huge number of ways that people can communicate: verbally, through the written word, in music, in videos, and graphically.Each branch of communications has many different sub-fields, which means this is a great course to pursue professionally. Executive Producer Average Annual Salary: \$117,000 An executive producer is usually a leader of an entertainment enterprise. They may visit a set, but their work is done outside of the stage, where they are raising money and earning interest from television studios, streaming services, and movie studios. They might be working on commercials, television series, movies, and theatre productions. In smaller productions, the executive producer might be one of the writers and possibly the person who came up with the idea. They will be responsible for selling that idea and getting the funds to produce their project. It's a lot of work and often takes years of industry experience to establish the necessary connections. Executive Producer Skills While a degree in communications and a master's degree will help you reach this job level; there are some additional skills that can help you get there. Interpersonal communications Public speaking skills Organizational abilities Sales and marketing Psychology and empathy Next-level networking talents Managing people and events Find Executive Producer jobs near me Senior Vice President of Sales Average Annual Salary: \$204,000 Getting to the level of senior vice president of sales takes a lot of hard work and many years in the industry. When in this role, your main job will be to oversee all aspects of a company's sales operations. Because sales is usually a key to bringing income to a company, even one whose main purpose is not retail or services, the senior vice president of sales can be highly influential in the entire direction of the company. Obviously, an extensive background in sales is important, as well as some on-the-street experience learning the ropes and understanding the psychology behind sales. While training and managing the sales department will be high on your list of obligations, you might also be involved in cultivating new business, finding better deals for resourcing raw products, developing new products, and conducting a lot of market research. Senior Vice President of Sales Skills A master's degree in communications isn't the only way to get to this job, but it's a great start because it proves that your ability to communicate is top-notch. In addition, these skills will help you get there. Sales Marketing analytics Ability to teach and train Contract negotiation Management skills Interpersonal communications Psychology Find Senior Vice President of Sales jobs near me Director of Marketing Average Annual Salary: \$114,000 The director of marketing coordinates all of a company's marketing efforts to strengthen a company's presence, build brand loyalty, and create a recognizable persona. This has become more and more important as there is a broader pool of competition in just about every business these days. It's also more critical because social media makes it possible to take marketing even further than before. A master's degree in communications can be your foot in the door if you aspire to be a marketing director. Having an educational background is your first step; next up will be getting experience in marketing. Director of Marketing Skills Most people who get a master's in communications has taken quite a few classes in marketing. Looming up on these classes will help you do well in this field, but the following skills also help. Interpersonal communications Management skills Ability to read and understand analytics Marketing strategizing Social media expertise Public speaking Psychology Find Director of Marketing jobs near me User Experience Researcher Average Annual Salary: \$99,000 The user experience field, or UX, is relatively new, and it's exploding. Taking user data, analyzing it, and creating a better experience for the user are the crux of this job. Over the last several years, people have learned that having skilled people working in user experience research can lead to cost savings throughout the company, from creating a better product or service to increasing engagement and loyalty. Being an expert in user experience takes a lot of skill in understanding people and in analytics. Not all people are wired to be both good at numbers and human interactions, but if you are, then this might be a great field for you. User Experience Researcher Skills Being able to communicate well and understand what others are communicating to you is a great first step for a user experience researcher, but the following skills or experiences are also necessary. Ability to perform quantitative research Behavioral research Usability and A/B testing experience Conduct interviews, surveys, and questionnaires Big-picture thinking Observing behavioral attributes Communicate findings Find User Experience Researcher jobs near me Product Marketing Director Average Annual Salary: \$141,000 If you're a product marketing director, then you're responsible for creating a publicity tract for a particular product or a collection of products. You'll need to understand your audience and the product you're marketing so you can effectively bring the two together and do it in a way that makes everyone happy. This is a director-level position, so it takes time to get to this level, and it takes a lot of management and communication to work with your team, stakeholders, and the public. You'll need to know a lot about the entire world of marketing, and you'll also need to stay on top of your company's offerings. Product Marketing Director Skills You'll start with a degree in communications with a heavy emphasis on marketing, but adding the following skills will give you an edge over the competition. Specific product knowledge (i.e., if your company sells computer software, then some programming knowledge and experience helps). Organizational abilities Psychology Managing people and events Research and development Behavioral analysis Understanding of finance Find Product Marketing Director jobs near me Advertising Sales Director Average Annual Salary: \$76,000 An advertising sales director is responsible for developing a strategy and the means to follow through on that strategy in relation to advertising concepts and campaigns. There's a lot of oversight in this business, so being able to communicate well is going to give you a leg up over the competition. Many people in advertising begin in a creative capacity and work their way up. But that's not the only way to get to the top. An advertising sales director may take a route to this job through sales or through management and then make a lateral move into advertising sales. Advertising Sales Director Skills This is an interesting field because communication is one way to the top, but there are other paths, and building a resume based on the following skills will help a lot. Interpersonal communications Public speaking skills Organizational abilities Sales and marketing Social media Traditional media (television, radio, print) Budgeting and finance Find Advertising Sales Director jobs near me News Anchor Average Annual Salary: \$43,000 News anchors are journalists who communicate news stories to the public. News anchors can work on a regional, national, and international level. They're obviously very comfortable communicating on camera, and often they have an investigative journalism background. Personality plays a big role in the news business because the individual must be likable and trustworthy so they can cultivate followers and viewers who rely on them for information. Most importantly, a news anchor should be unbiased and report the news, not opinion or speculation. News Anchor Skills A master's degree in communication can help you rise to the level of news anchor, but it won't get you there if you lack the following skills. Public speaking skills Comfort on camera Likeable and trustworthy persona Ability to be unbiased Newsgathering skills Voice and diction Find News Anchor jobs near me Director of Public Relations Average Annual Salary: \$94,000 A director of public relations is in charge of managing a company's or an individual's persona. They help them establish the best way to behave or present themselves in public and work to cultivate the desired image. A public relations director might work with the media, put together press releases, manage social media accounts, speak for the organization, and communicate with directors of the company or individuals to make sure they're on target with long-term goals. Generally, a public relations director has a staff managing the day-to-day operations as they create the schedule and outlook for the future. Director of Public Relations Skills As a director-level position, this job requires a master's degree with an incredible ability to be savvy about public relations. The following skills will help. Interpersonal communications Public speaking skills Psychology and empathy Managing people and events Connections in the media Marketing background Find Director of Public Relations jobs near me Chief Communications Officer Average Annual Salary: \$115,000 A chief communications officer or CCO is at the upper echelon of a company. They're tasked with the company's public relations as well as marketing and communications. Any sort of presence the company puts out in the world is usually controlled by the CCO. It's a high-power position, and a top paycheck comes with it. Many times, the CCO is not just in charge of how the company is perceived outside of its walls but also inside as well. They handle internal announcements, publications, newsletters, video presentations, special events and more. Of course, they don't personally handle this work; they oversee a team who does the actual work. Chief Communications Officer Skills The first step toward getting this job is proving your commitment to communications by earning a master's degree in this field. After that, the following skills can help you rise to the top. Interpersonal communications Public speaking skills Organizational abilities Sales and marketing Psychology and empathy Managing people and events Finance Find Chief Communications Officer jobs near me Speech Writer Average Annual Salary: \$61,000 A speech writer is often paired with one individual, but they may be working for a particular company, political party, or freelance company. Most speech writers are not just great at communicating through writing, but they have niche knowledge that makes them well-informed and extremely beneficial to the people who rely on them to put words in their mouths. Getting a job as a speech writer can be difficult, and it often requires making the right connections very early on in a career. If this is what you want to do, the pay can be very good; all you have to do is prove that you know your topic and the voice of your subject better than anyone else - which is no small task. Speech Writer Skills Speech writing is all about communicating effectively, but the topic often varies from political to joke writing to public relations. To do this job, a broad background that includes some of the following skills will help. Interpersonal communications Public speaking skills Organizational abilities Psychology and empathy Politics Analytics and behavioral understanding Public relations Find Speech Writer jobs near me Content Writer Average Annual Salary: \$55,000 Content writers are more important today than ever before, with more and more media and products being consumed daily. A content writer's job is often to explain and sell a client's products, services, or the industry as a whole. This can be a great entry-level job, and it can turn into a lucrative career with experience. Content writers need to be very skilled with words and voice, but they also need to be excellent editors of their own work. Focusing on the writing end of communications while earning a degree can help you break into the content writer world. Content Writer Skills While a degree in communications and a master's degree will help you reach this job level, you'll also want to make sure you get some experience in the following areas. Grammar Editing Marketing Computer coding Search engine optimization Find Content Writer jobs near me Human Resources Manager Average Annual Salary: \$80,000 A human resources manager oversees a team or works independently to manage a company's benefits, employee relations, and, oftentimes, the payroll. They might also be charged with recruiting, hiring, and terminating offers. Often, an individual with a master's in communications who goes into human resources is looking to climb the corporate ladder. This is a good way to get your foot in the door and prove yourself within a company, which can later lead to an executive-level job. Human Resources Manager Skills Human resources is a complicated field, and getting experience in areas beyond communication can be very useful. If this is something you're interested in, the following areas of experience will help. Management Business and finance Planning and organization Insurance Employment and business law Find Human Resources Manager jobs near me Journalist Average Annual Salary: \$60,000 There are many people who have started out as journalists after earning their master's in communications. Often these people already have an interest in news or reporting and find that this is a great first step. The best thing about journalism is that it comes with some clout and authority. If you can prove to be an unbiased and trustworthy journalist, you can open a lot of different doors professionally. Journalist Skills A degree in communications and a master's degree will help you break into this field. In addition to focusing on communications, if your school also has a journalism department, you should take classes in that area and try to master these skills. English and grammar Newsgathering Public speaking Interviewing Being unbiased Find Journalist jobs near me Marketing Account Manager Average Annual Salary: \$67,000 A marketing account manager usually doesn't manage other people within their company. Instead, they manage clients who have hired the company. The marketing account manager may have a hand in the creative side of marketing, but more often than not, they're just there to facilitate communication and oversee the delivery of marketing materials according to a defined schedule. Marketing account managers are often entry-level employees, but they can be seasoned veterans as well. Some people enjoy this job a lot and thrive in the field, while others see it as a stepping stone to an executive-level marketing career. Marketing Account Manager Skills A master's in communications is a great way to start in this business and will make you a very desirable candidate. Some other skills you should learn include the following. Interpersonal communication Marketing Budgeting and scheduling Finance Social media and current trends Graphic design Find Marketing Account Manager jobs near me Video Editor Average Annual Salary: \$51,000 One area of communication that's just as important as speaking and writing is the visual element. This is an exploding field, and being able to visually communicate a message is finally being valued as the art form that it is. If you go into video or film editing, the good news is that you'll find the market is more receptive to paying well and appreciating your talent than it was in the past. This is great news and can eventually lead you into a position where you're doing what you do best and getting paid extremely well, too. Video Editor Skills Getting a master's in communications is a great start, especially if you can focus on the visual arts during your degree. In addition, you should try to earn some experience in the following areas. Traditional arts Graphic design Photography Videography Social media Find Video Editor jobs near me If you're considering a master's, then communication is a great field to explore. There are many different ways someone can find a path to financial success. The best part is that having a master's in communication opens many entry-level doors and will help you move ahead. Not only will your degree be a benefit, but the skills you've learned in your education will also help you be more poised and present yourself in a better light, earning you more income in the future. Answer: Earning a master's degree in communication can help prepare graduates for jobs in corporate communication, journalism, mass media, politics, higher education, or a wide range of other fields. Students who are already employed can use the skills they acquire to advance in their current careers, with some leadership positions even requiring a master's in communication. Those interested in changing careers can pursue their master's in a communication specialization that aligns with their particular professional goals. A master's in communication can also prepare graduates for doctoral studies and a career in higher education, where they will spend their time conducting research and educating students. Theoretical vs. Applied Master's in Communication Programs Before discussing possible career opportunities afforded by a master's degree in communication, there is an important distinction that needs to be made between theoretical and applied master's in communication programs. This is a broad distinction, and while there are programs that focus almost exclusively on one or the other, there are also those that combine instruction in both fields, allowing students to tailor their studies based on their desired career goals. Theoretical master's in communication programs focus primarily on theory and social-scientific research. Courses in this type of program largely involve reading and performing research. Weekly coursework might entail reading three research studies, discussing them as a class, and writing a critique of one of the studies. Layered on top of this coursework will likely be a semester-long research study or research proposal. For example, students taking a course in organizational communication would have their weekly readings, but also possibly conduct a study examining the relationship between employee intention to quit and supervisor communication competence. Unsurprisingly, theoretical programs offer more value to students interested in pursuing a Ph.D. following graduation than they do to those interested in industry. An applied master's in communication program, on the other hand, focuses on the skills students need to succeed outside of academia. Courses in this type of program will still include reading academic research, but tend to focus more on developing corporate communication plans, marketing plans, corporate training programs, and other applied projects. An applied program is typically a better fit for students who know they want a job in industry as opposed to one in academia. While this broad distinction can be made, there are many programs that place a shared focus on theoretical and applied skills. These "hybrid" programs offer a balance between the two extremes, giving students a strong foundation in theory and research methods while also helping them develop the specific skills needed for the workforce. As a result, these programs tend to be a good fit for students who see the value of both skillsets, or those unsure of what they want to do after graduation. Potential Jobs for Master's in Communication Graduates Master's in communication program can prepare students for many different types of careers. The following list of job titles and positions demonstrates the breadth of opportunities that may be available to graduates. Keep in mind, this list is by no means exhaustive. Account Coordinator or Account Executive Brand Manager Campaign Director Communication Specialist Community College Professor Editor Fundraising Manager Health Communication Specialist Human Resources Manager Internal Communications Manager Journalist Marketing Consultant Marketing Manager or Specialist Market Research Analyst Media Planner Non-Tenure Track Academic (e.g., lecturer, admissions director, academic advisor, etc.) Political Campaign Manager Public Relations Manager or Specialist Sales Account Executive Social Media Analyst, Manager, or Strategist Speech Writer Technical Communication Specialist Technical Writer Tenure-Track Professor Web Producer Clearly, there are many careers that can be pursued with a master's in communication, so it is important that students have a tentative goal in mind as they enter their program. For students interested in careers in industry, like marketing, public relations, or strategic communication, an applied program tends to make the most sense. For students interested in careers in academia, a theoretical program would be the best fit. It is important to note, however, that a tenure-track professorship almost always requires a doctorate degree. How Can a Master's in Communication Advance Your Career? Master's in communication programs help students build valuable skills for their current or future careers. Regardless of the program a student selects, they will be given the opportunity to become proficient at writing and data analysis. In theoretical programs, these skills are developed primarily through completing research critiques and conducting social-scientific research. In applied programs, these skills are developed through executing applied projects. On top of these two primary skills, students will have the chance to advance additional skills of their choosing. For example, a student interested in public relations might be given the opportunity to develop public relations campaigns with oversight from their professor and input from classmates. This ultimately makes the student more proficient in public relations campaign development. To further illustrate, a student interested in speech writing could conduct research examining speeches given by CEOs during times of corporate crisis, analyzing the persuasive tactics in each. This would arm the student with knowledge of various persuasive tactics used in corporate speech writing and how those tactics can most effectively be used. Ultimately, the list of skills a student can learn in a master's in communication program is extensive. The specific skills a student develops are primarily determined by their program type, the specialization they choose, and the courses they take. That is why it is important to research programs before applying: Program selection will ultimately determine what students can do with their master's following graduation. Communications is the study of how human beings exchange information, as well as the study of the media that make this exchange possible. Earning a master's degree in communication will enhance your eligibility for a wide range of professional opportunities in public relations, journalism, mass media, and more. A master's degree in communication is an excellent way to improve your opportunities for career advancement and high earning potential in an array of highly competitive fields. A master's degree in communication studies can help graduates become interpreters and translators, librarians and media collection specialists, public relations specialists, reporters, correspondents and broadcast news analysts, technical writers, and writers and authors. A master's degree in communication offers several specializations that students can choose based on their future professional goals, including health communication, mass communication and media studies, digital communication and media/multimedia, and many more. Those who want to change occupations can obtain a master's degree with a communication focus that fits their unique employment objectives. Graduates with a master's in communication may also be prepared for doctoral work and a career in higher education, where they would spend their time teaching and conducting research.Earning an advanced communication degree can also differentiate you from your colleagues by pairing your communication skills with training in management and organizational leadership. These skills could qualify you for leadership roles in a variety of organizational settings from public relations firms and publishing houses to public health campaigns and news outlets. The master's in communication is also an important credential if you plan to channel your communications studies into a career as a librarian, post-secondary educator, or the editor in chief for a noteworthy news agency. Students interested in becoming authors, editors, broadcasters, journalists, producers and more should be aware that opportunities in these fields are highly sought after.Just getting started in the field? Check out our look at the communications major to find out how you can get an undergraduate degree in communications.If you're ready to earn your graduate degree at one of the most prestigious schools in the world, get started with a look at the Most Influential Schools in Communications.Or read on to find out what you can expect as a communications master.Featured Programs'What Can I Do With a Master's Degree in Communications?' is a question many bachelor's degree graduates ask. Students should realize that a master's degree in communication opens doors to several professional careers. Masters of communication graduates frequently discover that they can seek new job routes and prospects that bachelor graduates without such a versatile degree cannot break into.Although it's common to hear about "born leaders," anyone can acquire the ability to lead a team successfully. You may lay the groundwork for success in your career by investing in your education. One example of this is aiming for a position in the executive suite or another role requiring strong communication skills.Master's in communications are Southern New Hampshire University and Purdue University.Dual degree programs: Some colleges combine the bachelor's and master's degrees into a five-year communication program, cutting your education by roughly one whole year.Theoretical vs. Applied Master's in Communication DegreesPrograms for theoretical master's degrees in communication strongly emphasize social science theory and research. Theoretical studies are more beneficial to students who want to pursue a PhD after graduation than those who want to work in business.On the other hand, an applied master's in communication degree emphasizes the abilities students need to succeed outside the classroom. Students who are certain they intend to work in the private sector rather than in academics are usually better suited for an applied curriculum. If you want to become an internal communications manager, choose this type of study. Back to Top Why get a master's degree in communications?The answer to this question may depend on your intended career path. For instance, many universities house library studies within their schools of communication. In order to become a librarian, you must earn a master's degree. Therefore, many aspiring librarians will earn a master's degree in communications with a concentration in library studies.In other cases, the most compelling reason to earn a master's degree in communications is because it can improve your ability to compete in a highly competitive job market. The master's degree in communications can significantly improve your appeal to prospective employers. This is important as you compete from within a pool of other talented journalists, on-air reporters, radio producers, book editors, public relations agents, and more. These are areas in which many worthy candidates will vie for a limited number of desirable jobs. A master's degree can help you stand out from the crowd.Today, top influencers in communication are working on research in areas such as the political economy of communication, community media ecologies and impacts on civic and public life, citizen journalism, and much more.Learn more about these and other top influencers in the communications field today! Back to Top How can I qualify to get a master's degree in communications?There is no specific entrance exam for gaining admission into a communications master's program, though some programs may require you to complete a Graduate Record Examination (GRE). If the GRE is needed, your program may either require a general exam, or a GRE specific to the subject of communications. Some programs may require you to meet a certain scoring threshold while others may merely require that you complete the exam. These requirements will vary from one communications master's program to the next.If no GRE is required, the primary requirement for gaining eligibility into a communications master's program is completion of a bachelor's degree from a properly accredited undergraduate school. While programmatic accreditation is not specifically required in this field, most regionally-accredited graduate schools will require that your bachelor's degree be granted by a regionally-accredited college or university.Some colleges may offer bundled bachelor's and master's degree programs, where you could earn your advanced degree in one continuous five-year program. This option could save you time and money if you already know that you'll be pursuing your advanced degree. However, the accelerated pace of such a program may make this a challenging way to earn both degrees. Find out if your school offers this bundling option and ask about eligibility requirements. But be sure you're up to the added challenge!For any additional questions about eligibility, refer to your intended program and learn more about application requirements and any additional requirements such as work experience, academic performance thresholds, and referrals.If you're still working on building your qualifications, check out our look at the communications major to find out how you can get an undergraduate degree in communications. Back to Top What kinds of advanced communications degrees are there?Communications degrees are offered at every level of education. An advanced degree may not be required but can dramatically raise your employment and earning prospects.Master of Communication: Because many industries are accessible with a bachelor's degree, a master's degree in communication is reserved for those who wish to delve into a particular sub-discipline with greater depth, or to gain essential organizational leadership skills. It can also help to improve your qualifications for highly competitive fields like editing, publishing, or on-air reporting.PhD in Communication: A doctoral degree will qualify you to teach as a professor or work as a researcher for a university, think tank, or government agency. Back to Top What are some popular communications specializations?Your specialization will depend largely on your intended career path. Most schools of communication offer specific learning tracks for a variety of media formats, as well as specialized instruction around communication in specific industries such as healthcare or marketing. The following are among the most popular communications specializations:Mass Communication and Media StudiesBroadcast JournalismRadio and TelevisionsDigital Communication and Media/MultimediaOrganizational CommunicationHealth CommunicationInternational and Intercultural Communication Back to Top What courses will I take as a communications master?Your specialization will determine many of the courses you'll take as a communications master. Likewise, you will be required to take a number of requisite courses on foundational topics such as communication theory and communication research methodologies.Common communications courses include:Media and CultureCommunication and Cognitive ProcessesInformation TechnologyHealthcare CommunicationTechnology and CommunicationTechnical WritingPsychology of Public RelationsNews, Journalism and Social Media Back to Top Is a master's degree in communications worth it?If you plan to become a librarian, a master's degree in communications with a concentration in library studies is both required and worth it. Library professionals with a master's degree enjoy a wage premium of about 30% greater than their counterparts with bachelor's degrees.Other occupations enjoy similarly robust wage premiums after earning a master's degree including public relations specialists and editors, the latter of whom earn an annual median of \$50,000 with a bachelor's degree versus \$63,000 with a master's degree. This underscores the value of the communications master's degree, which improves your chances of scaling to leadership roles and other well-paying opportunities in the field.Go to Degree Finder tool-Select a similar degree-Agricultural Communication/Journalism,Communication and Media Studies, Other,Communication and Media Studies,Communication, General,Communication, Journalism, and Related Programs, Other,Communication, Journalism, and Related Programs, Other,Digital Communication and Media/Multimedia,Health Communication,International and Intercultural Communication,Mass Communication/Media Studies,Organizational Communication, General,Public Relations, Advertising, and Applied Communication, Other,Public Relations/Image Management,Radio and Television,Radio, Television, and Digital Communication, Other,Radio, Television, and Digital Communication.Speech Communication,Rhetoric,Technical and Scientific Communication. Location: The U.S. (Private Schools) Avg. Cost of Degree*: \$10,632 Avg. Expenses*: \$17,328 Avg. Starting Salary*: \$49,227 Avg. Salary after 4 Years*: \$57,626 Avg. Cost Recoup Time** : 6 years Job Growth: 4.14% Number of Jobs: 926,700* denotes 'annually'** denotes 'at 15% of annual salary'CareerJob GrowthAvg. SalaryPublic Relations Managers6.89%\$134,760Fundraising Managers6.02%\$119,200Communications Teachers, Postsecondary3.43%\$79,910Editors-2.01%\$75,020Writers and Authors5.11%\$73,690IndustryAvg. SalaryPublic Relations Managers\$134,760Fundraising Managers\$119,200Communications Teachers, Postsecondary\$79,910 Back to Top What are the top jobs with a master's in communications degree?Mastering in communications can provide inroads to a wide range of careers in mass media, journalism, writing, public relations, publishing, and much more. Your communication skills and personal interests could take you down a wide range of professional paths, including these top jobs:Curious how far you could go with a master's degree in communications? Start with a look at the top influencers in the field today! ** Now that you know how to earn a masters in communications, check out:Stanford UniversityColumbia UniversityNew York UniversityMassachusetts Institute of TechnologyUniversity of California, BerkeleyNorthwestern UniversityGeorgetown UniversityGeorge Washington UniversityUniversity of PennsylvaniaUniversity of MarylandCheck out the full list here and get started on your path to an advanced communications degree.And if you're still shopping for the right college, be sure to bookmark our Resources on critical issues like Accreditation, Scholarships, Financial Aid, and more!