

OCCUPATIONAL TITLES	EMPLOYMENT SETTINGS	TYPICAL WORK ACTIVITIES	SKILLS AND ABILITIES
<ul style="list-style-type: none"> Broadcast Journalist Photojournalist Advertising Executive Public Relations Director Account Supervisor Account Executive Community Relations Manager Government Relations Manager Community Service Manager Sales Representative Education Administrator Health educator Market Research Analyst Speech Pathologist Lawyer Public Administrator Lobbyist Human Resource Manager 	<ul style="list-style-type: none"> Educational Institutions Advertising Agencies Public Relations Firms Hospitals Telecommunications Firms Entertainment Firms Health Organizations Investment Firms Government Agencies Television/radio stations Film companies Financial Organizations Retail Stores HMO's Hospitals Labor Unions Banks Wire Services and Syndicates 	<ul style="list-style-type: none"> Establishing/Maintaining Interpersonal Relationships Making Decisions and Solving Problems Thinking Creatively Communicating with persons outside of organization Performing/Working directly with public Communicating with supervisors, peers, or subordinates Organizing, planning, prioritizing work Evaluating/analyzing information Selling or influencing others Interacting with Computers 	<ul style="list-style-type: none"> Persuasion Time Management Writing Active Listening Coordination Speaking Critical Thinking Fluency of ideas Ability to use proper judgment and tact Being aware and understanding others reactions

INTERNET SITES AND PROFESSIONAL ASSOCIATIONS

- American Communications Association: www.americancomm.org/
- Public Relations Society of America: www.prsa.org/
- American Marketing Association: www.marketingpower.com/
- Advertising and Media Jobs: www.nationjob.com/media
- Talent Zoo: www.talentzoo.com
- Corporation for Public Broadcasting: www.cpb.org
- Ad Agency Jobs: www.adagencyjobs.net
- Marketing Jobs: www.marketingjobs.com

ON-CAMPUS CLUBS AND ORGANIZATIONS AT LMU

- Lambda Pi Eta (Communication Studies Honor Society)
- Society of Collegiate Journalism
- Amateur Radio
- Delta Epsilon Iota