

# COMMUNICATION AND SPORTS COMMUNICATION

# | Bachelor of Arts



## FIRST YEAR

## MIDDLE YEARS

## LAST YEAR



### Cultivate

Make the most of your time on campus.

- Review general education requirements
- Review program requirements with your academic advisor
- Attend long-term planning meeting with advisor

- Meet with faculty mentors and advisors to explore internships
- Meet with graduate coordinator to discuss grad school options
- Add required minor(s)

- Work with an advisor to ensure course requirement completion
- Complete internship
- Apply to graduate

### What are popular minors?

- Athletic leadership
- Brand communication
- Business administration
- Cluster life sciences
- Nonprofit leadership
- Nutrition
- Political science
- Psychology
- Sociology
- Spanish studies (or other language-focused minors)
- Youth development studies



### Engage

with the world and community around you.

- Attend Tiger Prowl
- Attend the Study Abroad Fair
- Discover extracurricular activities such as PRSSA, AWSM or Tiger Student Media

- Explore Creative Inquiry (CI) classes for research experience
- Study abroad
- Attend career fair and network with alumni (Comm Alumni Network)
- Participate in career-oriented clubs

- Apply for post-grad internships and jobs
- Utilize Career Center for resume polishing and advice
- Meet with alumni mentors to explore options post-grad

### Our graduates work for:

- Disney
- ESPN
- Professional sports teams
- Public relations agencies
- Prisma Health
- Habitat for Humanity
- Universities
- Deloitte



### Prepare

to use the skills you have learned after you leave Clemson.

- Request opportunities for informational interviews or shadowing
- Consider which minor might be best for your interests
- Meet with faculty in your area to learn about opportunities
- Make a LinkedIn profile and begin connecting with faculty and alumni

- Secure internships that provide real-world perspectives on your career
- Take on leadership roles in organizations
- Continue updating resume to match current goals/interests
- Grow LinkedIn connections

- Request informational interviews with alumni, firms and industry connections
- Do mock interviews, revise resume and continue making LinkedIn connections
- Apply for jobs or graduate school
- Prepare culminating projects, portfolios or presentations

### What skills do employers want?

- Ability to communicate clearly and effectively
- Ability to problem-solve and make decisions
- Ability to adapt
- Ability to think critically
- Proficiency in technology
- Ability to lead
- Ability to work in a team
- Knowledge of ethical behavior

### What skills does this major teach?

- Effective communication, leadership, writing, research, networking and team development and management
- Big data analysis and social media management and engagement
- Identifying organizational communication needs
- Content development
- Prioritizing tasks, meeting deadlines and managing time
- How to communicate with all people

### Some schools our students attend next:

- Anderson University
- Clemson University
- Cornell
- Duke University
- Penn State
- Stanford
- University of South Carolina
- University of North Carolina
- University of Georgia

### Potential fields or careers after graduation:

- Public relations coordinator or manager
- Human resources manager
- Public information officer
- Academic career (professor or instructor)
- Sports information director
- Crisis manager
- Brand manager
- Athletic media manager
- Salesperson
- Copywriter
- Content creator
- Journalist
- Speech writer
- Event planner
- Social media manager