





Organizational and Strategic Communication // MAJOR MAP

Bachelor of Arts/ Bachelor of Science



Southwest Baptist
UNIVERSITY

	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	
 <p><i>Grow</i> ACADEMICALLY</p>	<p>Investigate introductory courses like COM 1013 Media and Society and ART 1103 Design.</p> <p>Familiarize yourself with your department by getting to know the professors and other students within and outside your major.</p>	<p>Explore career goals with your advisor and consider a double major or adding a minor.</p> <p>Begin researching and applying for internships. Discover more about your major by engaging in COM 2223 Argumentation and Debate, COM 2233 Introduction to Public Relations, and ART 2703 Introduction to Graphic Design.</p>	<p>Consider what internships you have available. Engage more in your department by taking classes such as COM 3163 Nonprofit Public Relations and COM 4433 Interviewing.</p>	<p>COM 4311 Senior Capstone and COM 4983 Internship will prepare you for your desired career path upon graduation.</p>	<p>CAREER POSSIBILITIES</p> <ul style="list-style-type: none"> Public Relations Human Resource Professional Advertising Assistant Social Media Manager Media Buyer Public Opinion Researcher Hospitality and Tourism Real Estate Sales Meeting/Event Planner Community Relations Director Public Administrator Speech Writer Publicist Brand Manager Development/Fundraising Manager Market Researcher Marketing Manager Campaign Manager
 <p><i>Pursue</i> SERVANT LEADERSHIP</p>	<p>Participate in student organizations and professional associations, like Forensics and Infuse Student Media.</p> <p>Engage in Chapel services and explore other Community Life + Worship opportunities.</p>	<p>Consider volunteering on-campus with a community organization.</p>	<p>Take more responsibility in your extra-curricular activities. Consider a leadership role within Forensics or Infuse Student Media or make a new member feel welcome.</p>	<p>Spread the word about what clubs/organizations/events you have enjoyed and help others to get connected on-campus.</p>	
 <p><i>Embrace</i> OUR GLOBAL SOCIETY</p>	<p>Visit SBU's Center for Global Connections to learn about global service opportunities.</p>	<p>Compete and travel with the Forensics team.</p> <p>Are you interested in studying abroad? Ask your advisor or Career Services about study abroad opportunities.</p>	<p>Compete and travel with the forensics team.</p> <p>Engage in COM 3333 International Communication.</p>	<p>Assess what opportunities, locally and globally, are available upon graduation.</p>	
 <p><i>Plan for</i> YOUR FUTURE</p>	<p>Identify your interest, skills, work values, and personality by taking Career Assessments.</p> <p>Gather information on careers you are interested in pursuing. Use the Occupational Outlook Handbook to discover information and job projections for any career path.</p>	<p>Gain experience by pursuing an internship.</p> <p>Attend a career fair and schedule an appointment with Career Services for information on building your résumé and cover letter.</p>	<p>Gain experience by pursuing an internship.</p> <p>Explore graduate schools if you desire to continue your education.</p> <p>Submit research papers to the Sooner Communication Conference in Norman, Oklahoma.</p>	<p>Identify and ask references if they will write you letters of reference/recommendation.</p> <p>Finalize your résumé and cover letter.</p> <p>Plan a time to meet with the Career Services Director to practice a mock interview.</p>	