



# THE PATHWAY FROM **EDUCATION TO VOCATION**

*Becoming a Difference Maker in*  
**COMMUNICATION**

## **Why Study *Communication* at Azusa Pacific University?**

Exceptional communication skills are necessary regardless of your career path. Employers seek outstanding oral and written communication skills, and in fact consistently rank these skills as most important. People skills – including building relationships, making quality group decisions, helping others navigate difficult situations, managing and mediating conflict, working in teams in culturally-diverse organizational settings – are relevant and desirable in all fields.

At APU, we emphasize the application of Christian truths and values to the study of communication theories and processes, consideration of ethical issues, and the mastery of current scholarship in each field. Our personable, caring, and top-notch faculty are devoted to helping students discern their calling and pursue it in whatever form that takes, whether that includes pursuing graduate studies, joining an organization after graduation, or launching an independent start-up company.

## YOU MIGHT CONSIDER A COMMUNICATION MAJOR IF YOU:

- Enjoy interacting with and leading people
- Desire to explore the science behind why people do what they do individually and socially
- Seek to build and develop people and programs in your career options
- Desire to become skilled at working with people across diverse cultures
- Excel at building relationships, teams, and effective processes
- Enjoy fast-paced, challenging work environments
- Want to help others work through conflict and come to mutually-beneficial solutions



**LUKE WINSLOW '02**  
Assistant Professor of Communication  
San Diego State University

Luke received his Ph.D. from the University of Texas at Austin. His work has appeared in several publications including the *Western Journal of Communication* and *The Journal of Communication and Religion*.

*"Your work should be a testimony to your calling and should advance the Kingdom of God on Earth."*



**BRITNI GRELLMAN '13**  
Recruiting Coordinator for Apple

Britni supports the Apple Hardware Division which builds and designs products. She recommends working on campus and networking constantly.

*"When you go into a job with a Christian mindset, you know you're not working for gratification from others but working for Christ."*

## COMMUNICATION MAJORS ARE PREPARED FOR:

- Professional speaking and writing
- Interpersonal excellence in personal and organizational settings
- Conducting research involving cultural, organizational, and interactional dynamics affecting all types of human relationships
- Developing and working within high-performance organizational teams and groups as a leader and member
- Solving problems and making decisions in relational, group, and organizational settings
- Assisting others in solving difficult conflicts
- Understanding and engaging across various cultures
- Advanced research and graduate study in communication or a related field such as management, counseling, leadership studies, or conflict mediation

## GRADUATES IN COMMUNICATION WORK AS:

- Communication training and development specialists
  - Attorneys
  - Dispute resolution professionals
  - Human resource officers
  - Corporate or personal event planners
  - Customer relations managers
  - Sales representatives
  - Higher education administrators
  - Corporate managers
  - Ministry leaders in churches and non-profits
  - Marriage and family counselors
  - High school guidance counselors
  - Entrepreneurs
- \*Many of these careers may require additional training and/or graduate education*



**ARIEL DALTON '08**  
West Regional Sales Director  
The Danone Company

Ariel's team is responsible for managing a product portfolio worth \$250M in annual sales. She was awarded the prestigious Danone Star award and was honored at the MAKERS conference, a women's leadership platform.

*"Find the place where the world's greatest need and your strongest passions connect and pursue to be a part of that whole heartedly."*

To connect with these and other APU alumni, email [clasalumni@apu.edu](mailto:clasalumni@apu.edu)

## STEPS TO TAKE AS A MAJOR IN COMMUNICATION

## OPTIONS TO EXPLORE AROUND APU

### BE CALLED.

EXPLORE. DEFINE. RESEARCH. LEARN.

- **TAKE PROFESSIONAL COMMUNICATION (COMM 211)**  
Explore vocational opportunities in communication.
- **ATTEND THE IMPACT CONFERENCE (FEBRUARY)**  
Learn from alumni about careers in the Communication field.
- **TAKE COMMUNICATION THEORY (COMM 203)**  
Explore basic theories of communication and interaction, recognizing the pattern of interpersonal, group, and public communication.

- **LEARN HOW TO APPLY YOUR STRENGTHS WITHIN YOUR ACADEMICS, LIFE, AND CAREER**  
Meet with a Career Consultant\* or Strengths Mentor.
- **CONSIDER CAREER OPTIONS FOR YOUR MAJOR**  
Meet with a Career Consultant\* or your faculty advisor to explore and discuss requirements for your career options.

### BE PREPARED.

IDENTIFY. STRENGTHEN. PRACTICE.

- **PREPARE JOB APPLICATION MATERIALS**  
Write a resume, learn basic interview techniques, and do mock interviews in Professional Communication (COMM 211).
- **EXPERIENCE REAL TEAM DYNAMICS**  
Explore various real-world needs and get real team experience through a service-learning project in Small-Group Communication (COMM 230).
- **BUILD YOUR RESEARCH SKILLS**  
Prepare to utilize your research skills to enhance the contributions you can make at your internship site by taking Research Methods (COMM 300).
- **SECURE AN INTERNSHIP**  
Develop your connections to find an internship in an area related to your interests and career aspirations. During the internship class (COMM 490) you will be able to add relevant experiences to your resume, update your LinkedIn profile, and complete a portfolio of work.
- **ENGAGE IN A CROSS-CULTURAL EXPERIENCE**  
Study abroad with other communication and journalism students, or check out other APU Study Abroad options.

- **RECEIVE FEEDBACK ON YOUR INTERVIEWING ABILITIES**  
Complete a Mock Interview with a Career Consultant\*
- **CREATE A RESUME TO APPLY FOR AN INTERNSHIP**  
Meet with a Career Consultant\* to review your resume and cover letter. Run them by your professors, too.
- **GROW YOUR SKILLS IN AN ON CAMPUS JOB OR STUDENT LEADERSHIP POSITION**  
Talk to Student Employment or Student Life about the available opportunities.
- **VOLUNTEER LOCALLY AND GLOBALLY TO SHAPE YOUR PERSPECTIVE**  
Talk to the Center for Student Action about how you can serve.
- **GAIN KNOWLEDGE ABOUT YOUR CAREER OPTIONS**  
Do informational interviews or go to a career-related event to learn more about your career, degree, and experience requirements.

### BE CONNECTED.

JOIN. NETWORK. BE ACTIVE.

- **QUALIFY FOR LAMBDA PI ETA - ACADEMIC HONOR SOCIETY**  
Attend events to grow personally and professionally.
- **JOIN THE COMMUNICATION DEPARTMENT'S LINKEDIN GROUP**  
Use LinkedIn to stay connected with the Department of Communication Studies and with other professionals in your field.
- **JOIN APU CONNECT**  
Use the exclusive online networking portal to connect with other alumni.
- **ATTEND THE IMPACT CONFERENCE**  
Return to be on a panel, to host a session, or to stay connected.

- **TALK TO ALUMNI FROM YOUR MAJOR**  
Join [APUConnect.com](http://APUConnect.com) and start reaching out. You can also email [clasalumni@apu.edu](mailto:clasalumni@apu.edu)\* for help connecting with alumni.
- **GET ACTIVE ON LINKEDIN**  
Meet with a Career Consultant\* to review your profile and learn how to use LinkedIn.
- **ATTEND CAREER-RELATED EVENTS**  
Keep an eye out for career events related to your major or that are happening around campus.
- **HAVE LETTERS OF RECOMMENDATION ON HAND**  
Request them from professors and advisors at least a month before due.

\* Visit [apucareer.youcanbook.me/](http://apucareer.youcanbook.me/) to make an appointment with a Career Consultant

\* Use subject line: Connect me with APU alumni

# APPLYING TO GRADUATE SCHOOL

## EXPLORE.



Learn more at  
[www.apu.edu/career/graduateschool](http://www.apu.edu/career/graduateschool)

## SELECT.

ONLINE RESOURCES TO HELP IDENTIFY THE BEST PROGRAM FOR YOU

[Peterson's Guide](#)  
[GradSchools.com](http://GradSchools.com)  
[The Princeton Review](#)  
[National Assoc. of Graduate Professional Students](#)  
[The Council of Graduate Schools](#)  
[APU Pew Society Graduate Guide](#)

EXAMPLES OF SCHOOLS ATTENDED BY APU COMMUNICATION GRADUATES:

[Columbia University](#)  
[University of California at Santa Barbara](#)  
[University of California at San Diego](#)  
[Regent University](#)  
[California State University at Fullerton](#)

## APPLY.

- APPLICATION FORM AND FEES**  
Follow instructions carefully and have one or more people check for errors.
- ENTRANCE ESSAY**  
Provide a writing example that shows your personal objectives.
- TRANSCRIPT**  
Ask APU to send it directly to the school you are applying to.
- LETTERS OF RECOMMENDATION**  
Schools usually require three letters, so get them early.
- INTERVIEWS**  
If your potential school requests an interview, treat it as a job interview.

# FINDING YOUR CAREER

## IDENTIFY.

- Search online job boards and professional associations in the Communication field
- Regularly check-in with your organizations of interest and network with those who can inform you of opportunities
- Look on APU Career Network for possible opportunities

### COMMUNICATION ASSOCIATIONS:

[The National Communication Association](#)  
[International Communication Association](#)  
[Rhetoric Society of America](#)  
[Western States Communication Association](#)  
[Public Relations Society of America](#)  
[Public Relations Student Society of America](#)  
[International Association of Business Communicators](#)  
[American Association of Advertising Agencies](#)  
[Religious Communication Association](#)  
[Meeting Professionals International](#)

## PREPARE.

**BRAINSTORM YOUR EXPERIENCE**  
What have you done? What is relevant?

▼  
**TAILOR YOUR RESUME**  
What does the job description say?

▼  
**WRITE GOOD BULLET POINTS**  
Do you focus on your accomplishments?

▼  
**FORMAT YOUR RESUME**  
Is it easy to read and follow?

▼  
**PRACTICE INTERVIEWING**  
Know yourself.  
Know the position.  
Know the organization.

### RESEARCH OPTIONS

OCCUPATIONAL OUTLOOK HANDBOOK  
[www.bls.gov/ooh/](http://www.bls.gov/ooh/)

O\*NET ONLINE  
[www.onetonline.org](http://www.onetonline.org)

PROFESSIONAL ASSOCIATION REFERENCE  
[www.weddles.com/associations](http://www.weddles.com/associations)

## NETWORK.

WHO DO YOU KNOW?  
WHO DO YOU NEED TO KNOW?



### WHY NETWORK?

- Learn about different options in your field
- Research companies and positions of interest
- Find hidden opportunities that are not advertised
- Obtain referrals from those who have influence

EXAMPLES OF COMPANIES THAT HIRE APU COMMUNICATION GRADUATES:

The Walt Disney Company  
Russ Reid  
Wells Fargo  
Young Life  
Fuller Theological Seminary  
Verizon Wireless  
Kaiser Permanente  
Corwin Press (Sage)  
NBC News  
FOX Broadcasting Company  
Quiksilver  
Los Angeles Dodgers