



Career Services...Career Services...
 Career Services...Career Services...
Futures
 Career Services...Career Services...
 Career Services...Career Services...

February 2005

Volume 1, Issue 5

Major of the Month: Communication

If you are a student looking for a major which offers you versatility in courses and a highly marketable degree upon graduation, a communication major may be just what you are looking for!

According to Associate Professor of Communication Charlotte Amaro, employers consistently rank communication skills as essential in the marketplace. "A major in Communication is evidence of those skills," she says.

A relatively new major here at Lake Superior State University, the Communication program consists of 39 credits made up of a core of required courses and a wide variety of electives. "Unlike programs at some universities that require students to follow a specific "track," our program can be tailored to the specific needs and

interests of each student," Amaro explains.

The capstone of the Communication major is an internship or independent research project. Internships allow students to showcase their skills in business, education, and non-profit organizations while making valuable connections in the workplace.

"We are very proud of our interns," Amaro states, "Last semester, one of our interns helped direct the Bowl-O-Rama campaign for Big Brothers/Big Sisters. They raised over \$10,000. We have had interns all over the community and are expanding every semester."

The variety of internships in communication demonstrates the versatility of careers open to graduates. No matter what market is currently "hot," all businesses and organizations



Communication skills are the most desired skills looked for in job applicants

need people who can communicate orally and in writing. Management, human resources, public relations, sales, and the media are only some of the potential careers open to communication graduates. Communication also makes an excellent undergraduate degree for people considering law school. "Our first majors are due to graduate this year," Amaro says. "We're excited to see where their careers take them."

By: Dr. Charlotte Amaro

CAREER FACTS

SKILLS

Good listening, clarifying, questioning, and responding skills; Ability to solve problems and make decisions; Ability to respond quickly to unexpected circumstances; Ability to relate to people of varying backgrounds; Ability to read accurately and analytically; Ability to meet deadlines and work under pressure

VALUES and ATTRIBUTES

Creativity; Poise and composure under close public scrutiny and criticism; Desire for recognition and to influence others; Independence; Integrity; Self-confidence; Tactfulness; Versatility; Pleasant and friendly attitude

EMPLOYERS

Include advertising firms, publishing houses, schools, hospitals, large corporations, government agencies, radio and television stations, newspapers and magazines, and public relations firms.

SALARY RANGE

The average starting salary offer was \$33,267, according to the *Winter 2003 Salary Survey* by the National Association of Colleges and Employers.

For additional information on the Communication degree at LSSU contact Dr. Charlotte Amaro at 906-635-2113.



Let Your Future Shine!

LSSU Spring Job Fair — March 22, 2005

1pm-4pm in the Cisler Center

Recruiters seeking to fill professional and summer employment positions



Spring Job Fair- don't pass up this golden opportunity!

Career Services is hosting a **Spring Job Fair on March 22 from 1pm-4pm in the Cisler Center.** Job fairs provide a great opportunity for you to meet employers who represent a wide range of industries. Several companies at this year's fair will also be looking for summer employees. Go to www.lssu.edu/counseling/



Student networking at Career Fair

CareerFair for a list of companies attending.

Time spent at a job fair pays off and is an important element of your college career. It's your chance to see many of the career opportunities that are open to you and you may connect with potential employers who, ultimately, can offer you a job.

Another important career-building tool is summer employment. Try to find summer opportunities where you can gain experience in your field of study. For example, if you are in human services or recreation studies, working at a summer camp will help you gain skills and experience that may help you land your first job after graduation.

We look forward to seeing you at the Job Fair on March 22! Make sure to stop by Career Services, Library 119A, if you need assistance in preparing for the Fair.

Tips to Get the Most Out of Job Fairs

- **Come prepared--Research.** Before the fair, review the online directory of employers. Employers expect you to know something about their organization.
- **Dress appropriately.** First impressions are important. You can't go wrong by dressing as if you are going to a job interview.
- **Bring many copies of your resume** to give to employers.
- **During the Fair:** Network alone, not in groups. Avoid common salary questions. Don't just go to a company's table to grab the free stuff.
- **Introduce yourself.** Extend your hand and introduce yourself: "Hello. I'm Dan Smith. I am a senior mechanical engineering major." Briefly state your background to the recruiter.
- **Take notes** when you inquire about next steps. Note specific employer information sessions, on-campus interviewing and projected hiring dates that will affect you.
- **Send a thank-you note.** This will reconfirm your interest. Sending thank-you notes is a good professional habit.
- **Be courteous.** In addition to representing yourself, you also represent your department and the University. All of the organizations at the fair are there because of their interest in hiring LSSU students. Enjoy the fair and your interaction with the employers. Let your positive attitude show!

COUNSELOR'S



C
O
R
N
E
R

Group Advising Sessions for Liberal Arts-Undecided Students

**Monday, March 14th
10am, 11am, 3pm, 4pm
Library 333**

Come at any of these times for a brief group advising discussion and assistance on planning your Summer 2005 and Fall 2005 schedules. Advisors will also be available at those times for one-on-one advising. Your scheduling hold will be removed at that time so you will be ready to schedule online the week of March 28th.

If you are unable to attend one of these sessions, make sure to contact your advisor and set up an appointment to meet with him or her before the week of scheduling. Go to Web for Students if you are unsure who your advisor is, or call Counseling & Career Services at 635-2733.

-Mary Jo Meehan, LPC



Career Services

A division of Academic Services
Lake Superior State University
Library 119A
(across from the Learning Center)
906-635-2733
www.lssu.edu/counseling
Hours: Monday-Thursday 8am-6pm
Friday 8am-5pm

"The art of communication is the language of leadership." ~James Humes