

Communication Careers

Trends and Opportunities

Trends

- Mobile Video
- Spanish
- Networks on the Web
- Extending Brands
- Interactive Ads (\$5.9 billion, 2010 Q1)
- Social Networks

Opportunities

- Public Relations
- International
- Technical Writing
- Video Editing
- Design

Declining Opportunities

- Reporter
- Sportscaster
- Anchor
- Weathercaster

Thoughts

- You may have to move
- Internal communications in large businesses

General Skills

- Critical Thinking
- Communication Skills
 - Written
 - Verbal
- Leadership
- Initiative
- Innovation

Where to Find Jobs

- Associations
- Government
- Universities
- Military