

WHAT CAN I DO WITH AN ABM DEGREE?

Click on a picture below to view a sample COMM graduate degree plan



Making meaning and communicating it to particular audiences. Roles exist on a freelance basis, for university or popular presses, print or web publications, software companies, and many others.



Share information with public and private audiences and clients in a range of sectors, through many mediums, including **writing, social media, visual, audio, film**, etc.



Work with and meet the needs of individuals and organizations in education, communities or the workplace; positions include **recruiters, risk managers, benefits analysts, social workers, counselors, and human resources specialists.**



Support and engage decision makers on behalf of individuals, groups and/or communities; roles exist in a range of sectors including Non-Profit/NGOs, Government/Politics, Higher Education, and Freelance/Independent opportunities.



Design research projects, collect and analyze information, visualize data, and draft reports; positions can be found in research institutions, government, business, or academia.



Roles may be found in **academic advising, career counseling, student affairs, faculty development, outreach and diversity.**



Develop workshops, trainings, or other content-specific knowledge either as an organizational employee or independently



Work in international and national government, local governments and international businesses; roles may include **advocacy, negotiation, intelligence, foreign service, and conflict management.**

Making meaning and communicating it to particular audiences. Roles exist on a freelance basis, for university or popular presses, print or web publications, software companies, and many others.



SAMPLE GRADUATE DEGREE PLAN

Communication & Media Arts

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods
- COMM 640: Rhetorical Theory
- COMM 645: Rhetorical & Textual Methods

Electives:

- COMM 653: Rhetoric & Public Culture
- COMM 655: Contemporary Theories of Rhetoric
- COMM 664: Media Processes & Effects
- COMM 665: Communication & Technology
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- ✓ Start a blog and/or build a personal website
- ✓ Work part-time for the [University Writing Center](#)
- ✓ Work a summer internship

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Design research projects, collect and analyze information, visualize data, and draft reports; positions can be found in research institutions, government, business, or academia.

RESEARCH AND ANALYSIS

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Sciences (or Arts)

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 610: Social Science Methods
- COMM 611: Advanced Quantitative Methods
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods

Electives:

- COMM 620: Communication Theory
- COMM 640: Rhetorical Theory
- COMM 645: Rhetorical & Textual Methods
- COMM 689: Special Topics in Communication
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- Volunteer to work with a faculty member or graduate student on a research project
- Submit your research to a scholarly conference
- Work a summer internship

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Share information with public and private audiences and clients in a range of sectors, through many mediums, including writing, social media, visual, audio, film, etc.

COMMUNICATIONS,
PUBLIC RELATIONS AND
MARKETING

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Sciences

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 616: Topics in Comm. Methods
- COMM 620: Communication Theory
- COMM 662: Survey in Media Studies
- COMM 664: Media Processes & Effects

Electives:

- COMM 638: Crisis Communication
- COMM 661: Media & Identity
- COMM 663: Seminar in Media Studies
- COMM 665: Communication & Technology
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- ✓ Work a summer internship
- ✓ Join the Public Relations Student Society of America (PRSSA)
- ✓ Start a blog and/or build a personal website to create a virtual portfolio of your work
- ✓ Join a project with the Media Lab in the Department of Communication (@joeylopez)

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Support the research, teaching and service mission within a college or university. These roles are typically separate from faculty, though some have **teaching and/or research responsibilities**. Roles may be found in **academic advising, career counseling, student affairs, faculty development, outreach and diversity**.

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Sciences

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 610: Social Science Methods
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods
- COMM 620: Communication Theory

Electives:

- COMM 626: Communication Law & Policy
- COMM 632: Communication & Conflict
- COMM 636: Organizational Communication
- COMM 638: Crisis Communication
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- Complete the ["Communication Leadership and Conflict Management" certification](#)
- Get [certified as a mediator](#) in the state of Texas
- Work a summer internship
- Attend workshops through the Center for Teaching Excellence

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Work with and meet the needs of individuals and organizations in education, communities or the workplace; positions include **recruiters, risk managers, benefits analysts, social workers, counselors, and human resources specialists.**



HUMAN SERVICES

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Sciences

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 610: Social Science Methods
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods
- COMM 620: Communication Theory

Electives:

- COMM 631: Group Communication
- COMM 632: Communication & Conflict
- COMM 636: Organizational Communication
- COMM 658: Communication & Culture
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- ✓ Complete the ["Communication Leadership and Conflict Management" certification](#)
- ✓ Get [certified as a mediator](#) in the state of Texas
- ✓ Work a summer internship

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Develop workshops, trainings, or other content-specific knowledge either as an organizational employee or independently

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Sciences

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 610: Social Science Methods
- COMM 611: Advanced Quantitative Methods
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods

Electives:

- COMM 632: Communication & Conflict
- COMM 667: Media & Health
- COMM 669: Survey of Health Communication
- COMM 670: Health Communication Seminar
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED

- Complete the "[Communication Leadership and Conflict Management](#)" certification
- Work a summer internship
- Join a research project with a faculty member
- Take outside-the-department courses in business, finance, nonprofit management

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Support and engage decision makers on behalf of individuals, groups and/or communities; roles exist in a range of sectors including Non-Profit/NGOs, Government/Politics, Higher Education, and Freelance/Independent opportunities.

SAMPLE GRADUATE DEGREE PLAN

Communication & Media Arts

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods
- COMM 645: Rhetorical & Textual Methods
- COMM 658: Communication & Culture

Electives:

- COMM 628: Political Communication
- COMM 632: Communication & Conflict
- COMM 652: The Rhetoric of Social Movements
- COMM 659: Citizenship in the Public Sphere
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- ✔ Complete the ["Communication Leadership and Conflict Management" certification](#)
- ✔ Get [certified as a mediator](#) in the state of Texas
- ✔ Work a summer internship

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Work in international and national government, local governments and international businesses; roles may include **advocacy, negotiation, intelligence, foreign service, and conflict management.**

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Communication & Media Arts

Core Classes:

- COMM 601: Foundations of Communication Inquiry
- COMM 615: Interpretive Methods
- COMM 616: Topics in Comm. Methods
- COMM 645: Rhetorical & Textual Methods
- COMM 658: Communication & Culture

Electives:

- COMM 625: Int'l Comm. & Public Diplomacy
- COMM 626: Comm. Law & Policy
- COMM 631: Group Communication
- COMM 632: Communication & Conflict
- + One 600-level course outside of COMM

ADDITIONAL RECOMMENDED EXPERIENCES

- ✔ Complete the ["Communication Leadership and Conflict Management" certification](#)
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