What can I do with an ABM degree?

Click on a picture below to view examples of graduate courses that could support your ambitions.

**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.

**Writing, Publishing and Editing**

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**

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**

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.

**Advocacy**

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

**Higher Education Administration**

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

**Research and Analysis**

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

**Health Communication and Consulting**

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

**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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**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.
## RELEVANT GRADUATE COURSES
*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

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

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.
RELEVANT GRADUATE COURSES
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

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.
RELEVANT GRADUATE COURSES
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

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.
RELEVANT GRADUATE COURSES
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

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

*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

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

RELEVANT GRADUATE COURSES
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
☑ Get certified as a mediator in the state of Texas
☑ Work a summer internship