

Careers in Global Communication

A degree in global communication can help prepare graduates to pursue careers throughout international settings, in fields such as brand management and advertising, public relations, journalism, politics, government, trade and commerce, education, financial services, and more. Individuals with a graduate degree in the field might pursue careers with political lobbying firms, brokerage houses or banks, non-profits or government agencies, social advocacy organizations, newspapers or publishers, universities, public relations groups, or other employers that have transnational interests. Those who choose to continue their studies at the doctoral level might become scholars or researchers within academia and further study in the field, helping generate new knowledge of communication theory and international communication practices.

Below are several examples of potential career paths available to graduates with a master's degree in global or international communication:

- **Professor:** Tenure-track professors work at four-year institutions of higher learning, conducting original research on issues in global communication. They also teach undergraduate and graduate courses in the field, mentor students, participate in service leadership on campus, attend conferences, and write scholarly articles for publication in industry journals.
- **Communication Director:** Communication directors manage international communications, foreign relations, and media contacts for corporations, and may also oversee marketing campaigns. Their duties typically include monitoring and maintaining a company's global image, developing partnerships with other transnational corporations, fostering positive relationships, and supervising junior public relations and communications teams.

- **Marketing Specialist:** Marketing specialists who are experts in global communication work at corporations that wish to increase their consumer base beyond U.S. audiences. These professionals leverage an understanding of international cultural behaviors and contexts to develop targeted media and marketing campaigns that engage consumers, enhance a company's brand, and sell products or services. To achieve these goals, they use consumer and industry data to analyze marketing patterns to isolate effective marketing approaches.
- **Non-Profit Public Relations Specialist:** Public relations specialists who work for non-profit organizations engage in a variety of media initiatives that spread awareness of global or intercultural issues, assist marginalized populations, and/or raise support for public service programs. They also work to maintain their organization's brand or identity through web content, educational brochures, public outreach events, and other measures. Depending on their non-profit's mission, typical responsibilities for these professionals may include community outreach and education on issues of diversity, fundraising campaigns for humanitarian efforts overseas, or social media plans that tap into existing online communities to expand their organization's member base.

- **Journalist:** Journalists who specialize in international affairs investigate, research, and create content on localized issues in foreign countries, as well as transnational issues that affect or involve multiple countries. In many cases, they work to spread awareness of problems such as racial discrimination, educational inequality, political oppression, humanitarian aid, or global environmental issues.