DESIGN YOUR JOURNEY



College of Liberal Arts

Department of Communication

Bachelor of Arts in Communication Technology

	Beginning the Journey	Trailblazing the Path	Destination Graduation
EDUCATE	- Be familiar with your degree plan - Meet with a Department of Communication advisor - Focus on your core courses: COMM 2311; 3303; 3315, COMS2302, CTEC 2350	- Attend a Communication Department student. organization meetings: PRSSA; BEA; SPJ; NAHJ; AAF; Lambda Pi Eta. - Examine research opportunities in your career field. - Attend a Students for Global Change Meeting; explore study abroad opportunities for your field of study. - Learn more about study abroad opportunities for Communication Studies majors	- Consult with the Career Development Center about on-campus jobs for your field of study - Attend Communication Day activities for internship opportunities and professional networking - Apply for the Donald and Dorothy Bunnell scholarship - Explore and work toward earning professional certificates.
ENGAGE	- Enhance your UTA experience? take part in community outreach through volunteer programs with local city and business initiatives for community relations - Consider a minor in an area that expands your career opportunities in your field of study, such as advertising, business, journalism, public relations, or visual communication; discuss these with your advisor - Become a Communication Department ambassador	- Focus on your upper-level Communication Technology courses: COMM 3300, 3310, CTEC 3320, 3350; 4309; 4321,4323, 4350. - Discuss required degree electives with your advisor - Attend Communication Day - Amplify your organizational skills through service learning events and projects - Take a leadership position with a Communication Department student organization: BEA; SPJ; NAHJ; PRSSA; AAF - Discuss career goals with your advisor - Explore the CoLA Spotlight research forum	- Apply for the DFW Internet Marketing Association and the George and Lana Proctor scholarships - Be ambitious to find internship options in your career field to gain experience for your career - Attend Communication Day activities for professional headshots and resume critics - Continuously work toward earning professional certificates
EXCEL	- Attend career orientations and career fairs - Develop a list of career goals; discuss with advisor to stay on track - Practice interview skills with professors and Career Development Center staff	- Gain leadership skills and practice them in an internship and student organization - Discover how the Communication Honor Society can further your career goals - Engage with the Festival of Ideas	- Build networking opportunities - Attend an alumni event - Attend Communication Day - Discover how research opportunities in your department can lead to more knowledge for your career field

*You can ask your freshman advisor about what these requirements are



MAVERICK ADVANTAGE

Be Bold. Be Ambitious. Set Yourself Apart.

CAREER DEVELOPMENT

- All Majors Job Fair
- Federal Work Study
- Internships
- Interviews
- Mavmentors
- The Career Development Center

GLOBAL ENGAGEMENT

- Global Grounds
- Global Mavericks Program
- International Week
- Language Exchange Program

LEADERSHIP DEVELOPMENT

- Take leadership roles in student projects and a student organization in your career field
- Student Governance
- Grant proposal development seminar
- Fraternity and sorority life
- Leadership Institute
- leadership minor

COMMUNITY ENGAGEMENT

- Alternative Break trips
- Service learning with major classes

UNDERGRADUATE RESEARCH

- Involve professor and business leaders to conduct research in a needed area of your field of study

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uta.edu/communication/undergraduates/index.php

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What career options do I have with this major?

- Website Developer
- Front End Developer
- Full-Stack Developer
- Database Specialist
- Graphic Designer
- Multimedia Producer
- Creative Strategist
- Tech Documentation Specialist
- Product Designer
- UX Researcher
- UX and Interaction
- Design Architect
- Quality Control Specialist
- Technology Instructor
- Technical Consultant
- Project Management
- Internet Marketing
- Social Media Marketing
- Search Engine Marketing Analyst
- Marketing Automation Specialist
- Business Intelligence Analyst

Workforce Skills

- Communication: Develops and articulates ideas clearly and effectively across all media, including, but not limited to, written, oral, and digital communication.
- Leadership: Takes initiative, demonstrates effective decision making and informed risk-taking, and motivates and encourages participation from others to work toward a shared vision.
- Teamwork/Collaboration: Works within a team and fosters collaborative relationships with peers and supervisors. Uses interpersonal skills to demonstrate respect and dignity for others while working toward a common goal.

Career Readiness

- Creative Thinking & Problem-Solving
- Web Design and Development
- Graphic Design
- Multimedia Production
- User Interface & User Experience Design
- Web Application Development
- Coding Skills (HTML, CSS, JavaScript, PHP, SQL)
- Audience Research & Usability Test
- Data Analytic Skills
- Database Management
- Search Engine Optimization
- Online Marketing Strategies
- Project Management
- Written and Verbal Communication for Design Project Work

Take Action

- Explore workforce skill development through on and off-campus activities.
- Engage with the UTA Career Development Center at uta.edu/careers.
- Meet with a career consultant.
- Network with employers.
- Discover internships and co-ops.
- Join Handshake, our career services platform.
- Participate in career development programs.
- Apply for on-campus employment.
- In addition, students are highly encouraged to create a LinkedIn profile and be involved in a student organization to develop leadership skills.

Visit **www.uta.edu/student-success/major_maps** for the latest version of this major map.

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