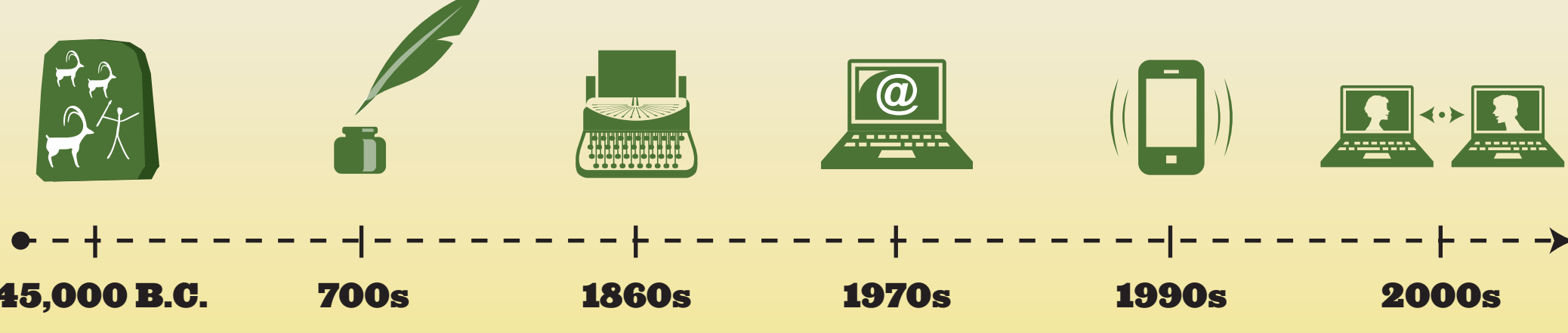


COMMUNICATION: a DEGREE of SUCCESS

Flexible, Adaptable, and In Demand

EVOLUTION of COMMUNICATION

From public relations and marketing to advertising and social media, the world of communication is diverse and constantly evolving.



Face-to-Face

55% of the meaning of a message comes across through feelings and attitudes reflected in facial expressions.

Email

On average, corporate users send and receive 112 emails per day.

Radio

Broadcast listeners tune in about 15 hours per week.

TV

The average American now watches 5+ hours a day.

Social Media

38% of CEOs label social media a high priority, and 57% of businesses plan to increase their social media spending.

Internet

The average U.S. user spends 68 hours per month online.

Print

The average American consumes 34 gigabytes of content and 100,000 words of information in a single day.

Phone

75% of marketers are planning to add mobile to their marketing mix.

A DEGREE IN DEMAND

B.S. in COMMUNICATION



#1

Communication is the No. 1 skill employers want in a job candidate.



Top 20

Forbes.com ranks communication among the most lucrative degrees.



Up 13%

Jobs for communication professionals are on the rise.



\$77 Billion

Spending on interactive marketing and communication will increase substantially by 2016.



WHERE DO COMMUNICATION PROFESSIONALS WORK?

- HEALTHCARE INDUSTRY
- CORPORATIONS
- GOVERNMENT
- NONPROFITS /NGOS

MARKETING COMMUNICATION

- Marketing Specialist
- Advertising Manager
- Events Marketer

Growth: 14%

EMERGING MEDIA

- Social Media Strategist
- Community Manager
- Online Marketing Manager

Growth: 14%

PUBLIC RELATIONS

- Publicity Manager
- Media Analyst
- PR Manager

Growth: 21%

TOP CAREERS

Communication is among the top 10 most versatile degrees.

HEALTH COMMUNICATION

- Communications Director
- Grants Writer
- Health Educator

Growth: 21%

POLITICAL COMMUNICATION

- Speechwriter
- Campaign Director
- Survey Researcher

Growth: 22%

CORPORATE COMMUNICATION

- Employee Relations Manager
- Media Relations Manager
- Trainer

Growth: 15%

MEDIAN SALARY FOR COMMUNICATION PROFESSIONALS

0-5 years: \$36,400
5-10 years: \$50,300
10-20 years: \$64,300

WALDEN+YOU=SUCCESS

B.S. in COMMUNICATION

Walden's online degree program can help you harness your creativity and become more media savvy. Develop your strategic-thinking skills as you polish your presentation and writing techniques to meet the growing demand for communication professionals.



ONLINE DEGREE PRACTICAL EXPERIENCE

CAREER-FOCUSED CONCENTRATIONS CROSS-DISCIPLINE LEARNING RELEVANT SKILLS

WALDEN UNIVERSITY

A higher degree. A higher purpose.

WWW.WALDENU.EDU/BSCOMM-CAREERS

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