

Applied Communication| Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning. Adopt your University Seminar US1100 learning as key for first year success. Take advantage of the Student Learning Assistance Center (Tutoring). Explore majors with a MyMajors assessment.	Meet with the College of Fine Arts and Communications Advising Center for questions about your major. Access the Comm Lab to polish your presentation and communication skills. Explore Campus Resources for academic and personal support. Meet with a faculty mentor to select an undergraduate research opportunity. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad.	Check your degree audit & meet with your academic advisor. Explore next steps including potential comm studies graduate programs. Top your excellent work in comm studies by applying to Lambda Pi Eta Honor Society. Meet with a faculty mentor or peer advisor. Create and update a digital portfolio of academic work and experiences.
EXPAND your personal and social development	Review your degree plan for courses that include the Service-Learning Excellence program. Begin expanding your student experience by joining Comm Guild or the Lambda Pi Eta communication honor society. Find additional events and organizations through the Bobcat Organization HUB. Explore the TXST One Stop for more information about the scholarships provided to new and continuing students.	Consider the specially tailored study abroad program for comm studies. Meet with an advisor in Education Abroad or Study in America to explore financial aid options. Sharpen your leadership by attending a professional conference or virtual meeting with an organization such as the National Communication Association. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives. Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community.	Seek out a leadership or service role with the Leadership & Service program. Attend Bobcat Gold's financial literacy workshops (e.g., budgeting, student loans, taxes). Attend a Student Government Senate meeting to contribute to the TXST community.
ENRICH your practical competence	Make your mark in the intercollegiate world and be coached by top professors by joining the LBJ Debate Society or Eton Abernathy Forensic Society. Attend an IDEA Center workshop to learn more about undergraduate research. Visit our Internship site / class to discover professional communication opportunities.	Learn the communication studies internship policies before taking the major's internship course. Join Comm Guild to connect with peers who find leadership and career opportunities together. Review micro internship opportunities for professional development in which you learn and earn.	Deliver a presentation in a student conference, workshop, seminar or community organization. Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills.
ELEVATE your career and professional life	Develop and review your resume with Career Services. Create your LinkedIn profile and connect with colleagues and leaders. Complete your Career Assessments, such as Focus2. Create your Handshake profile.	Apply for the Comm Studies Career Readiness Program. Boost your interviewing skills by applying the training from Comm 3342 Interviewing Principles and Practices. Develop your resume with the help of the professionals at Career Services. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Prepare to ace your job interviews with Career Services or your academic department.	Develop a full-time employment or graduate school plan with Career Services. Identify faculty and professional references. Attend employer info sessions at Career Services. Complete your First Destination Survey to share your post-graduation plans.

OUTCOMES

Marketable Skills

Think and reason critically

Analyze and solve problems in the workplace

Communicate clearly and effectively

Apply ethical communication principles and practices in the workplace

Collaborate with others to develop productive relationships and accomplish complex tasks

Analyze and create oral and written messages appropriate to an audience, purpose, and context

Identify and overcome impediments to successful communication

Influence public discourse

Conduct, summarize and present research

[See more marketable skills for this major](#)

Career Opportunities

Corporate communication

Training and development

Community affairs

Corporate public affairs

Public relations

Marketing

Advertising

Media analysis/planning

Creative directing

Public information

Program administration

Social, foreign, or legislative services

Office management

Human resources

Experiences in Applied Communication

The applied communication major provides students the opportunity to develop their professional communication skills in the comm lab, our career readiness course, or an applied internship experience. They may participate in faculty-led study abroad or Study in America trips, learn with peers in living and learning communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience.