

TOP SCHOOLS AND JOBS IN COMMUNICATIONS BY SALARY AND JOB MEANING LEVEL

PayScale recently released its 2018–2019 *College Salary Report*. This report helps students research colleges, majors, and careers based on salary potential. The report defines salary potential as the mid-career salary students can expect to earn after attending a specific college or university. PayScale ranks institutions in order of greatest to least earning potential, based on survey responses by 3.2 million alumni representing more than 4,000 U.S. colleges and universities.

The 10 institutions with the highest-paid Bachelor’s degree recipients in Communication and Journalism are as follows:

UNIVERSITY NAME	EARLY-CAREER PAY	MID-CAREER PAY
Vanderbilt University	\$57,000	\$139,000
University of Pennsylvania	\$61,600	\$136,500
Stanford University	\$63,500	\$136,500
Santa Clara University	\$59,600	\$135,100
University of California–Berkeley	\$59,500	\$134,100
University of Virginia	\$50,900	\$124,000
University of California–Santa Barbara	\$53,700	\$122,300
Bentley University	\$60,000	\$121,100
Fairfield University	\$55,300	\$120,200
Wittenberg University	\$49,000	\$119,500

Note: Early-career pay is the median salary for alumni with 0-5 years of experience, while mid-career pay is the median salary for alumni with 10+ years of experience.

Source: <https://www.payscale.com/college-salary-report/best-schools-by-majors/communication>.

The survey also captures data on the most common jobs for Communication majors, as well as information on the mid-career pay and job meaning levels of these majors. In this report, “job meaning” represents the percent of alumni who believe their work makes the world a better place. The top 10 most common jobs for Communication alumni, as well as their mid-career median pay and job meaning levels, are listed below.

JOB TITLE	MID-CAREER PAY	JOB MEANING (PERCENTAGE)
Communications Director	\$80,300	67%
Communications Assistant	\$40,800	61%
Media Supervisor	\$74,000	17%
Vice President, Communications	\$143,000	61%
Social Media Strategist	\$64,300	29%
Social Media Manager	\$59,800	40%
Social Media Coordinator	\$44,000	37%
Social Media Specialist	\$49,800	36%
Content Marketing Manager	\$70,500	35%
Digital Strategist	\$70,900	31%

Note: Mid-career pay is the median salary for alumni with 10+ years of experience.

Source: <https://www.payscale.com/college-salary-report/common-jobs-for-majors/communication>.