

# WHY STUDY COMMUNICATION?

**BE VALUED**

**GET HIRED**

**MAKE A DIFFERENCE**



NATIONAL  
COMMUNICATION  
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# WHY STUDY COMMUNICATION?

**A DEGREE IN COMMUNICATION OFFERS NEARLY UNLIMITED OPPORTUNITIES** in a wide range of careers, graduate studies, community service, and personal development areas. Be valued, get hired, and make a difference!

## **BE VALUED**

To be valued in each job, to have successful interpersonal relationships, and to contribute effectively as a member of a community—these are the values of a Communication degree.

## **GET HIRED**

According to a recent American Association of Colleges & Universities survey, more than 80 percent of employers say that effective written and oral communication skills are among the most important skills they consider when making hiring decisions.

## **MAKE A DIFFERENCE**

Students emerge from Communication programs that are committed to ethical and civically productive communication with their own commitment to using their education to make a difference.

**TO LEARN MORE**, visit [www.natcom.org/bookstore](http://www.natcom.org/bookstore) and order your copy of *Why Study Communication? Pathways to Your Future*.

