



# CAREER PATHFINDERS

## RHETORIC AND COMMUNICATIONS DEGREE

Graduates of the Rhetoric and Communications program develop skills and abilities that are valued in a wide range of careers and industries. Graduates may wish to pursue careers in government and politics (for example, as a speechwriter or program planner), publishing (copy-editing or publicity promotions), or business (public relations writer or interviewer). Adding on other experience fostered through part-time or volunteer work, graduates could be: fundraising consultants, public affairs officers, or media co-ordinators. Many organizations also have their own communications departments where strong writing and copy-editing skills are essential.

### Career Options / Job Titles

(SOME MAY REQUIRE ADDITIONAL EDUCATION AND/OR TRAINING)

- Account Executive (NOC 1123)
- Advertising Manager (NOC 0124)
- Association Administrator (NOC 0423)
- Campaign Manager (NOC 0124)
- Claims Adjuster (NOC 1312)
- Communications Consultant (NOC 1123)
- Corporate Communications Lawyer (NOC 4112)
- Development Officer (NOC 4163)
- Director of Communications (NOC 0124)
- Editorial Assistant (NOC 1452)
- Events Planner (NOC 1226)
- Human Resources Manager (NOC 0112)
- Journalist (NOC 5123)
- Labour Relations Representative (NOC 1121)
- Lobbyist (NOC 4161, 4163, 4164)
- Media Specialist (NOC 1123)
- Motivational Speaker (NOC 4216)
- Narrator (NOC 5135)
- Public Information Officer (NOC 1123)
- Social Media Specialist (NOC 1123)
- Technical Writer (NOC 5121)

## Skills Developed by Rhetoric and Communications Majors

- Ability to express yourself and write in a variety of genres
- Study theoretical text practices
- Ability to express oneself in a clear and concise manner
- Practical reasoning skills
- Copy-editing skills

## Employers / Areas of Employment

- Advertising Agencies
- Conference/Convention/Event Planners
- Consulting Firms
- Cultural Organizations
- Educational Institutions
- Government Agencies/Departments
- Health Agencies
- Human Resource Departments
- Insurance Industry
- International Organizations
- Legal Profession
- Marketing/Public Relations Agencies
- Media/Publishing/Telecommunications Industries
- Museums/Galleries
- Non-Government Organizations
- Political Parties
- Public Interest Groups
- Research Institutes
- Social Service Organizations
- Trade/Professional Associations

## Professional Associations and Websites

- Rhetoric and Communication Fact Sheet <http://uwinnipeg.ca/factsheets/docs/factsheet-rhetoric-and-communications.pdf>
- Joint Communications Fact Sheet <http://uwinnipeg.ca/factsheets/docs/factsheet-joint-communications.pdf>
- NOC Codes <http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx>
- Canadian Public Relations Society <http://www.cprs.ca/>
- Canadian Society for the Study of Rhetoric <http://cssr-scer.ca/>
- Centre for Research in Reasoning, Argumentation and Rhetoric <http://www1.uwindsor.ca/crrar/>
- CAAP (Communications and Advertising Accredited Professional) <http://www.caapcanada.ca/>