



## CAREER PATHFINDERS

### BACHELOR OF ARTS DEGREE WITH A MAJOR IN

# RHETORIC AND COMMUNICATIONS

## Overview

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 coordinators. Many organizations also have their own communications departments where strong writing and copy-editing skills are essential.

*"A degree in Rhetoric, Writing, and Communications will not teach you what to think, it will teach you how to think. For me, this meant learning how language, media, and communication technology are embedded with ideology, despite their appearance as neutral tools. The ability to interpret, analyze, and think outside of the instructions you are given will serve you throughout your professional and academic life, regardless of the field you choose. If that endorsement sounded convincing, you can thank this department for honing my highly developed communication skills. If not, then congratulations! Your critical eye will make you a perfect fit for this program."*

- Benjamin Dueck (BA 4-year '19 Rhetoric and Communications), who went on to graduate studies at University of Toronto

## Job Titles

Account Executive (NOC 64101)  
Advertising Manager (NOC 11202)  
Association Administrator (NOC 13100)  
Campaign Manager (NOC 00014)  
Claims Adjuster (NOC 12201)  
Communications Consultant (NOC 41400)  
Corporate Communications Lawyer (NOC 41101)  
Development Officer (NOC 41402)  
Director of Communications (NOC 00012)  
Editorial Assistant (NOC 14301)  
Events Planner (NOC 12103)  
Human Resources Manager (NOC 10011)  
Journalist (NOC 51113)  
Labour Relations Representative (NOC 11200)

Lobbyist (NOC 41400)  
Media Specialist (NOC 11202)  
Motivational Speaker (NOC 53121)  
Narrator (NOC 53121)  
Public Information Officer (NOC 11202)  
Social Media Specialist (NOC 11202)  
Technical Writer (NOC)

## Skills and Characteristics

