

WHY STUDY COMMUNICATION?

Top Ten College Majors— from the Princeton Review

1. Computer Science
2. **Communication**
3. Government/Political Science
4. Business
5. Economics
6. English
7. Psychology
8. Nursing
9. Chemical Engineering
10. Biology

Source: <http://www.princetonreview.com/college-advice/top-ten-college-majors>

Hiring Intentions for Seven Categories

Major Groups	Number of Employers	Number of Hires 2015–16 (average)	% Increase Since 2014-15
Arts, Humanities, & Liberal Arts	480	106	.813%
Business	909	70	.014%
Communication & Media Studies	457	97	.213%
Computer Science	561	72	.913%
Engineering	563	51	.87%
Science and Math	324	95	.29%
Social Science	255	89	.93%

Source: *Recruiting Trends* 2015-2016, published by Career Services and the Collegiate Employment Research Institute, Michigan State University. Survey of 4,730 employers.

Learning Outcomes Four in Five Employers Rate as Very Important

Skill/Quality	% Employers Who Rate Each Outcome an 8, 9, or 10 on a 0–10 Scale
Ability to effectively communicate orally	85%
Ability to work effectively with others in teams	83%
Ability to effectively communicate in writing	82%
Ethical judgment and decision-making	81%
Critical thinking and analytical reasoning skills	81%
Ability to apply knowledge and skills to real-world settings	80%

Source: AAC&U, *Falling Short? College Learning and Career Success*, 2015.