

Online Communications Degrees

The field of communications works to refine the way we convey meaning across culture and media. If you earn a communications degree online, you'll learn how to effectively express and spread information and be prepared for rewarding careers in journalism, radio, film, television, broadcasting, marketing, advertising, and public relations. While the job market can be competitive, the Bureau of Labor Statistics (BLS) projects that the employment outlook for careers in communications is expected to grow by [roughly 4%](#) through 2024.

The skills you develop as you earn your communications degrees will vary depending on your chosen career path. If you want to pursue public relations, human resources, or marketing, you will use social media, development tools, and other web platforms to promote brands and facilitate communication between other parties. If you are interested in a career in journalism, broadcasting, or entertainment, you will hone your craft in writing, storytelling, and tracking sources, among other technical skills.

Online communications programs are a flexible and affordable alternative to traditional brick-and-mortar college. Read on to find out more about how earning a communications degree online can help you launch your career.

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MANUEL ROMEROCommunications

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Before joining BMCC as Executive Director of Public Affairs, Manuel Romero served as Director of Public Relations at Baruch College, where he developed and oversaw the college’s communications and public relations strategies, as well as its initiatives to secure regional and national media coverage. His earlier roles included serving as Director of Communications and Marketing at Marymount Manhattan College, and as Associate Executive Director of NYC’s contemporary dance company, Parsons Dance. Romero also worked as a public relations manager at the law firm Snell & Wilmer, and was Director of Hispanic Media at Arizona State University, where he earned a master’s degree in Mass Communication. He’s a product of the public community college system, having earned an associate degree at Mesa Community College in Mesa, Arizona and soon after he earned a bachelor’s degree in broadcast journalism at Northern Arizona University in Flagstaff, Arizona.

What do you find most fulfilling about a career in communications?

As a communications professional, I truly enjoy building communications campaigns across many channels. The communications profession continues to evolve as technology becomes more advanced. A successful communications campaign entails a strategic approach to reaching a variety of audiences. Using social media, websites, digital communication and marketing resources, when executed correctly, can produce a strong message across all audiences.

What types of people excel in this field?

People who excel in the field of communications are individuals who are driven and not afraid to explore new and different ways of communicating. It's important for a communications professional to provide options to clients and not force people into one-way communication. Communications is ever-evolving and a successful communications professional should also be willing to evolve and continue learning.

What was the job search process like after earning your degree?

I was very strategic in identifying the businesses where I wanted to work. After I received my bachelor's degree, I knew I wanted to work with a daily newspaper, because I knew it would enable me grow as a writer and it would provide a rigorous experience meeting deadlines and expanding my approach to telling stories and reporting the news. I was hired at the Yuma Daily Sun in Yuma, Arizona as their education reporter. I covered school board meetings, academic development and the occasional student or faculty profile feature. It was one of the best experiences I had.

What challenges do you face at work on any given day?

Working in the communications field for a higher education institution offers many challenges, but it's important to see these challenges as opportunities. On a daily basis, my team must seek out the most effective way to communicate to students, faculty and the community about significant developments at BMCC. At a moments notice, my Public Affairs team can be called upon to create a campaign to promote a research program, handle a crisis, or celebrate an achievement by one of our professors or students. This profession keeps me on my toes and challenges me to continue exploring new approaches to effectively deliver messages that will engage, entice and inform a variety of people.

What additional advice would you give to a student considering a career in communications?

I have two pieces of advice. First, remember that your first job will not be your only or final job. The job market offers many opportunities to apply what you've learned in college. Use your first job to refine what you've learned; you'll make mistakes, but it's important that you learn from them so you can later avoid them when you step into an executive position down the road. Second, have fun! The communications field can be very stressful, but you have to remember that your job is to keep people informed and interested. If you aren't having fun coming up with ideas or ways of communicating, then chances are your audience won't be willing to pay attention.