

THE PENNSYLVANIA STATE UNIVERSITY
ALTOONA COLLEGE

Internet Resource Handbook

For Juniors and Seniors in the
Communications Major



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Introduction

1.1 Contents of the Guide

This guide is intended for students in their junior and senior year at Penn State Altoona searching for résumé building sites, internship information, and job search help. This guide can be useful to both juniors and seniors because whether you are graduating or seeking opportunities to grow as an undergrad this guide can help you at any step of the process. This guide can help carry you into your future career and majority of these sites can still be valuable after graduation.

1.2 Audience of the Guide

The audience of this guide is specifically for students in the communications program. This guide goes into detail about useful websites for students planning on interning or seeking jobs in the communications field of work. All websites would be beneficial for juniors and seniors in the communications field thus that is why this guide is for them precisely.

1.3 Assumptions of the Guide

This guide assumes that students that are using this have a clear understanding of the communications major at Penn State Altoona. Also that those students have completed most of the major requirements and are seeking to build their résumé, seeking internship opportunities, and job search information.

1.4 Organization of the Guide

This guide features four sections:

Résumé Building Websites: websites that can help you as an undergrad take what you have done in college and put it into a professional website or written document that gives you examples and clear instructions.

Government Catalogs and Journals: trustworthy and credible websites in the Communications field that can give you an inside look at what jobs are at a high demand and salary ideas.

Internship Websites: websites that can help you search for internships available that fit in the field of Communications.

Job Search Websites: resourceful websites that show you where there are job openings within your area and specifically in the field of Communications.

1.5 Tips for Using the Guide

This guide is reasonably simple to use and navigate, giving you clear instructions on where certain sections are to help you quickly find what you are looking for. You can refer back to the Table of Contents to see where the sections you need start and end. Since this document is printable and online, this is a fairly easy accessible document that you can take virtually anywhere with you so you can refer to it at any point.

2

Résumé Building Sites

2.1

Sites at Penn State

Website

Location and Availability

Home page: <http://sites.psu.edu>

Description

This is the homepage of sites.psu.edu provided by Penn State and powered by Word Press. This website is the tool that will guide you in creating an online e-portfolio. You can choose a setting or customize it to your liking and then add in your personal information.

This is a *free* website open to all juniors and seniors in the Communications field at Penn State. It lets you not only create a site for your résumé but you can upload any documents or media files to this site at any point. You may edit your e-portfolio at any point and you will be provided a URL specifically for your online portfolio. This site will stay active even after you graduate thus helping you in the job search process. This website will carry you into your next job and the great thing about this site is you can printout sections of your résumé or access it online making it accessible wherever you go.

Tips

- Once you are onto the website's homepage you will see a link to click that says, "Create a Site" (this is for students that have not already created one.)
- From there you will be taken step by step in the creation process for your e-portfolio.

- If you have already created your e-portfolio it is easy to access either off of the home page in the top right hand corner where it says "Log In" or from the URL you create with this site.

2.2

LinkedIn

Website

Location and Availability

Home page: <https://www.linkedin.com>

Description

LinkedIn is a two in one website that provides you with access to make a *free* online professional profile as well as job search help, volunteer information, and internship assistance with large and small companies nationwide. With this profile you can gain access to job postings and other opportunities with large or small companies. You can view other LinkedIn profiles; build connections with colleagues and employers, receive email alerts about job postings, internships available etc. This is not only like an e-portfolio but you can interact with others and make trustworthy, professional connections that can land you your next job or next internship. This website will be useful for you not only an e-portfolio but it helps you build connections as an undergrad and as a graduate.

Tips

- The LinkedIn homepage features a tab directly in front of you for students that are non-members.
- It sets you up with connections that you may already have, as well as guides that will help you plug in your information in a clear matter.
- Once you have created your profile you can build off from there by adding new connections, building your profile and much more. Once you have established your account you are free to upgrade at any point.

3

Government Catalogs and Journals

3.1

JSTOR

Database of Journals, Primary Sources, and Books *Website*

Location and Availability

Home Page: <http://www.jstor.org>

Description

JSTOR is a database that is accessible through the Penn State Libraries website. This is available to students for free and houses journals, articles, and now books from credible sources. The JSTOR database provides you with journals, journal citations, abstracts, and links to full text articles, books and journals. This information that is provided will assist you in finding a wide range of credible research in anything regarding the communications field. This can be useful since majority of your time as an undergrad you will need to use information from a database. For instance this database offers books in multiple categories:

- ❖ Offers more than 35,000 eBooks from renowned scholarly publishers, integrated with journals and primary sources on JSTOR's easy to use site.
- ❖ More than two million sources across all four collections.
- ❖ Business and economics
- ❖ Film Studies
- ❖ History
- ❖ Language and Literature
- ❖ Philosophy
- ❖ Sociology
- ❖ Religion

Tips

- You should take advantage of this useful search option through the Penn State Libraries when needing credible information.
- Once on the website be specific in what you are researching to make sure you find what you are looking for. If you are not finding what you need, under the search tab there will be an option to modify your search as well as search help on the right hand side.
- Under your search results there are also options for you to organize your search results from newest to oldest etc.

3.2

United States Census Bureau Website

Location and Availability

Home Page: <http://www.census.gov/en.html>

Description

The United States Census Bureau is an online website that offers you a summary of an assortment of statistics regarding the nations population, income status, health, education, economy, and more. This website can help you search job-outlook information for careers under communications. This information can be useful to students that have landed or are seeking job employment in certain areas and want basic information on the region. Also for students that are seeking internships or already have one, they can find useful information on the area of their internship. Some other information provided by the Census Bureau:

- ❖ Populations & Housing
- ❖ Businesses in your area of choice
- ❖ Income and Poverty
- ❖ Employment
- ❖ Housing
- ❖ Health
- ❖ Economic indicators

Tips

- On the homepage of the website you can find where you can choose the area you want to search.
- If you do not wish for all the information you can simply click the "Topics" tab at the top left of the page and there you can look for specific categories that were listed above.

3.3

Bureau of Labor Statistics Website

Location and Availability

Home Page: <http://www.bls.gov/home.htm>

Description

The Bureau of Labor Statistics is a fantastic website that can be useful for you as an undergrad or graduate. Under the tab "Subjects" there you will see a variety of topics that may interest you such as:

- ❖ Inflation and Prices
- ❖ Employment
- ❖ Pay and Benefits
- ❖ Workplace Injuries

It has unlimited resources for seniors in the communications program because with communications as such a broad major you can seek more specific jobs. This site lets you choose which job your seeking and then you can look into the pay and benefits of that job.

There also is another category labeled "Students." Under that tab there are numerous resources for juniors, as well as seniors, that gives you the information for your job market. This website can be a useful tool and an idea of what your job entails, the pay rates etc. It gives you an inside look before you get out into your field.

Tips

- Under the tab "Students" at the top right you will then need to click "Career Exploration" which will then take you to where you can choose jobs that relate to your major
- Also under the "Students" tab you will find charts and data as well as videos on occupations that relate to the communications major.

- o Under the tab "Publications" there will be a link to the Occupational Outlook Handbook that is another useful tool to help juniors and seniors in the communications program seek jobs in that market and it gives a step-by-step summary.

Management >

Advertising, Promotions, and Marketing Managers

Summary | What They Do | Work Environment | How to Become One | Pay | Job Outlook

Summary

Quick Facts: Advertising, Promotions, and Marketing Managers	
2012 Median Pay ?	\$115,750 per year \$55.65 per hour
Entry-Level Education ?	Bachelor's degree
Work Experience in a Related Occupation ?	See How to Become One
On-the-job Training ?	None
Number of Jobs, 2012 ?	216,000
Job Outlook, 2012-22 ?	12% (As fast as average)
Employment Change, 2012-22 ?	25,400

3.4

Professional Journal: The National Communication Association

Website

Location and Availability

Home Page: <https://www.natcom.org/Default.aspx>

Description

NCA is an online database that is not free; you must be a member to access its journals, although, students should look into applying for a membership. This is a beneficial site that publishes over 11 academic journals that provide the latest research and showcase diverse perspectives on a wide range of topics related to the communications field.

This is a great academic journal for juniors who need research in the communications field; this also serves to help seniors in the communications field because the NCA posts job listings from other various universities nationwide.

Tips

- Under the tab "About" it gives you an overview of what this journal has to offer you.
- Under the tab "Membership" that is where you can purchase a membership if you do not have one, or to renew it.
- Under the tab "Careers" click on find a job, and there you will see numerous job postings
- Under the tab "Publications" is where you will find the journals related to communications.

Internship Websites

4.1

Internships.com

Website

Location and Availability

Home Page:

<http://www.internships.com/welcome/PennStateUniversityPark>

Description

Internships.com is a useful website that can be accessed through Penn State University Park's career services website, as well as Google. This can help students under the communications field find any internship that falls under the communications category. This is a free website but in order to gain access you must create an account so you can apply directly from the site for an internship. This website is easy to navigate and allows you to have emails sent directly to you about internship postings, so you sure won't miss out on any and can be the first to submit an application.

This website is fairly simple to use and can be helpful for any junior or senior that is seeking an internship in the communications field. You can be specific about what internship with certain companies you are looking for, as well as directing the internship search to a specific region or area, making this process smooth and quick.

Tips

- Once you have created a membership be sure to log in and check daily for internship postings
- Also be sure to make sure you click the "Student" section on the top of the page next to internships.com.
- Under students and the resources tab you can also find tips on preparing for an internship.

4.2

Career Builder

Website

Location and Availability

Home Page:

http://www.careerbuilder.com/?sc_cmp2=js_home_cblogo

Description

Career Builder is an online website created for students that seek internships and jobs. This website can be used to find both in a desired area or field of interest. You must create an account to add your resume to your profile. If you upload your resume employers can find you without even having applied for the job- it's that simple. You may search internships by different categories such as:

- ❖ Career/Category
- ❖ City
- ❖ Company

This is a great website for students in the communications field, since communications major is so broad you can narrow down your search to find your desired internship.

Tips

- On the home page you must type in where it says job titles and/or company that you are pursuing an internship.
- You can also narrow your search in the location box for your preferred area.
- This website gives you recommendations for jobs and you can save your searches and edit your profile.
- Under the "search resources tab" you can find multiple articles that can guide you and prepare you for an internship, as well as interesting blogs.

Job Search Websites

5.1
Glass Door
Website

Location and Availability

Home Page: <http://www.glassdoor.com/index.htm>

Description

Glass Door is rated #2 on Forbes for its outstanding resources for students. Once you have created a membership you get access to thousands of job postings all over nationwide. It has the most job postings then any other site. You can see what real employers say about any company, as well as a view of salaries for certain companies. This is a great website for seniors because you can search multiple sections such as, jobs, companies and reviews, salaries, and interviews in preferred areas.

This website was also ranked so highly because they now have an app making it easier for you to access job postings and to stay on top of the job search market. It gives you an idea of the companies trending near you as well articles and resources on the top rated companies to work for.

Tips

- There is an app that is downloaded-able to all smart phones and tablets that lets you get on the go access to job postings so you never miss one.
- Also gives you an idea of salaries based on the job you have searched/chosen.
- See what employers comment about other companies
- If you scroll down on the home page it gives you insight reports daily.

5.2

Nittany Lion Career Network

Website

Location and Availability

Home Page: <https://psu-csm.symplicity.com/recommenders/>

Description

This is an online profile for Penn state students only. You can access this through Penn State Career Services link and instantly be connected with employers and alumni of Penn State. Once you have created an account it keeps you up to date with job postings and shows you alumni that you can connect with that can help you in your related field of study or work. This is something all students should get involved with because making connections as an undergrad can help you make connections as a graduate.

This is a fairly easy to use website and helpful since some employers might not be conducting on campus interviews or recruiting, yet are still targeting Penn State students. On NLCN they will post full-time job listings, internships, and employment opportunities for all students in the academic college.

Tips

- Create an online profile and make sure to finish it so you can start making connections.
- On the right hand side you will see a link "Find a Job" and "Network" these will help you navigate the site.
- It also lets you know how completed your profile looks.
- There are multiple tabs located at the top of the page once logged in that will easily navigate you to your desired page.

