



CSUF

Career Center

STUDENT AFFAIRS AND
STRATEGIC ENROLLMENT
MANAGEMENT

RECRUITING GUIDE

College of Communications

at California State University, Fullerton



Career-Ready Communicators

CSUF's College of Communications is a strong recruiting destination for employers who want graduates ready to write, produce, present, and strategize across today's media and messaging landscape. The college brings together career-focused programs in Communications (including Advertising, Entertainment & Tourism Communications, Journalism, and Public Relations), Human Communication Studies, Communications Sciences and Disorders, and Cinema and Television Arts—giving employers access to talent spanning content creation, storytelling, audience engagement, and professional communication skills.

WHY RECRUIT CSUF COMMUNICATIONS STUDENTS?

- **Broad, role-ready skill sets:** Employers can recruit for entry-level roles across PR, advertising, journalism/content, media production, and communication-intensive positions (client services, community engagement, internal comms, etc.) because the college houses multiple applied communication disciplines under one umbrella.
- **A direct, university-supported hiring pipeline:** CSUF's Career Center positions Titans as "career ready" and invites recruiters to use CSUF as a talent pipeline. Employers can tailor engagement through services like job posting, on-campus interviewing, employer partnerships, and student connection opportunities.
- **Simple ways to reach candidates:** Employers can post internships and jobs in Titan Connection, CSUF's centralized platform for full-time/part-time roles, internships, and even volunteer/service-learning opportunities.
- **Structured employer engagement options:** Recruiters can request support and participate in programs such as On-Campus Interviewing (OCI) and Titan Takeover (job shadow/career exploration), plus use the Career Center recruiting calendar to plan engagement.

Visit bit.ly/csuf-recruit to learn more

Demographics

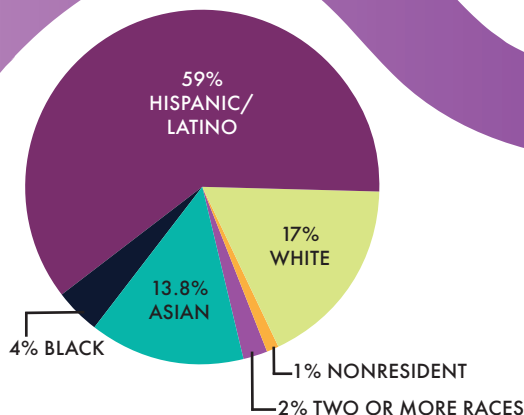
FALL 2025

2,682
students

33.15% MALE

66.03% FEMALE

0.6% OTHER



25%
first generation

(first in their family to go to college)

Departments

COMMUNICATIONS

If you're hiring for PR, advertising, social/content, journalism-style storytelling, or brand communications, this is your go-to talent pool. Students are trained to communicate clearly across platforms, think strategically, and work with real-world media tools, while also understanding ethics, law, and diverse audiences. Students can choose from concentrations like Advertising, Entertainment & Tourism Communications, Journalism, Photo Communications, and Public Relations.

CINEMA AND TELEVISION ARTS (CTVA)

If you need storytellers and makers—production assistants, editors, writers, content producers, and creative teams—CTVA is a great place to recruit. Students learn both the creative and practical sides of media: how to develop ideas, understand audiences and industry context, and apply ethical and cultural awareness while producing and analyzing media work.

COMMUNICATION SCIENCES & DISORDERS

A strong fit if you recruit into healthcare, education, clinics, or support roles connected to speech, language, and hearing services. Students build a foundation in how communication works and what happens when it breaks down—skills that translate well to structured, people-centered environments.

HUMAN COMMUNICATION STUDIES

These students are strong “people communicators”: great for roles that require presenting, collaborating, leading teams, managing clients, training, or navigating workplace communication. The curriculum emphasizes persuasive speaking, argumentation, research basics, and building messages that land with different audiences and cultures.

Skill-Building Programs



CSUF's student-run newspaper, giving students hands-on experience reporting, writing, editing, and producing campus news and features.



A student-run radio station where students host shows and build skills in audio production, programming, and on-air performance.



A week of events that connects students with industry speakers, career insights, and networking opportunities.



A student-produced magazine where students develop editorial, writing, design, and leadership experience in a publication setting.



A showcase opportunity that highlights CSUF student filmmaking in partnership with the Newport Beach Film Festival.



A student-run television outlet where students create and produce video content while learning studio, field, and post-production workflows.



A student-produced news program where students gain on-camera and behind the scenes experience in broadcast journalism.



A student media outlet focused on sports coverage and live/produced content, giving students experience in sports reporting and production.



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fullerton.edu/career

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Clubs & Student Organizations

CULTIVATING COMMUNITY AMONG COMMUNICATORS



ADVERTISING CLUB

CSUF's Advertising Club offers students a forum for creative growth and a bridge between campus and career.



CSU Fullerton
Chapter

The CSUF chapter of the Public Relations Student Society of America, founded in 1960, ranks among the largest and most active of its 350+ global chapters.



The Society of Professional Journalists inspires and educates future journalists through professional development.



The National Association of Black Journalists; helps build members' network and professional skills.



Entertainment and Tourism Club;
Provides resources and opportunities for students interested in Entertainment & Tourism careers.



CALIFORNIA STATE UNIVERSITY, FULLERTON

The National Assoc. of Hispanic Journalists;
Provides networking opportunities, mentoring programs, and professional panels.

Advancing Academic Excellence

CSUF's College of Communications combines academic rigor with real-world relevance, led by faculty whose work spans research, creative activity, and professional practice across strategic communication, journalism and photojournalism, media production, human communication, and communication sciences and disorders. Students are challenged to build strong analytical and research skills, communicate effectively across diverse audiences and platforms, and apply ethical and industry-informed decision-making—while learning from faculty recognized through scholarly publication, creative credits, professional leadership, and discipline-specific expertise.

"CTVA has taught me how to be an effective, proficient and creative filmmaker."

- Evan Nicolini '20

INTERNSHIPS

75% of students must intern to graduate*

*The Departments of Communications and Cinema and Television Arts require that students pursuing degrees in these majors complete an internship with a minimum of 120 hours in the field.

"I think my internship experiences really helped me land my first full-time role with Paramount Pictures. I also have a lot of appreciation for my classes, professors and campus activities because they played a huge role in shaping my professional journey." - Mingyu Wu '24

