



## COMMUNICATIONS GENERALIST

### Professional Organizations:

[Council for Advancement and Support of Education \(CASE\)](#)  
[Public Relations Society of America \(PRSA\)](#)  
[American Marketing Association \(AMA\)](#)  
[Central VA American Marketing Association \(CVAAMA\)](#)  
[College Communicators Association of Virginia and The District of Columbia](#)

### Events & Training:

[UVA Center for Leadership Excellence classes](#)  
[CASE conferences & training](#)  
[Public Relations Society of America \(PRSA\) training events](#)  
[Public Relations Society of America \(PRSA\) conferences](#)  
[Public Relations Society of American \(PRSA\) webinars](#)  
[American Marketing Association \(AMA\) events](#)  
[Central VA American Marketing Association \(CVAAMA\) events](#)  
[College Communicators Association of Virginia and The District of Columbia events](#)  
[Academic Impressions training & events](#)  
[Higher Ed classes & courses](#)  
[Higher Ed "On Demand" programs](#)  
[Association for Education in Journalism and Mass Communications events](#)  
[eduWeb conference](#)  
[College Media Conference](#)  
[ONLC Training Center Classes \(Charlottesville\)](#)

### Education & Certifications:

[Adobe InDesign classes - Beginner & Intermediate \(PVCC\)](#)  
[Photoshop classes - Beginner & Intermediate \(PVCC\)](#)  
[Community Scholar \(UVA SCPS\)](#)

### Independent Learning:

#### **Publications:**

[Academic Impressions news and publications](#)  
[American Marketing Association publications](#)

#### **Books:**

[A Practitioners Guide to Public Relations Research, Measurement and Evaluation](#)  
by Don Stacks & David Michaleson  
[Applying Communication Theory for Professional Life: A Practical Introduction](#) by  
Marianne Dainton & Elaine D. (Dawn) Zelley

Corporate Communication: A Guide to Theory and Practice by Joep Cornelissen

Harvard Business Review: Communicating Effectively

Mass Communications: Living in a Media World by Ralph E. Hanson

**Social Media:**

[CASE Facebook](#)

[CASE LinkedIn](#)

[PRSA Facebook](#)

[PRSA LinkedIn](#)

[PRSA Twitter](#)

[AMA Facebook](#)

[AMA LinkedIn](#)

[AMA Twitter](#)

[CCA Facebook](#)

**Other Resources:**

[CASE Publications](#)

[AP StyleBook website](#)

[Higher Ed Experts](#)

[EDUniverse](#)

[mStoner](#)

[EDUI](#)

[Elliance](#)

[Higher Education Marketing](#)

[Converge Consulting](#)

**On-the-job Resources:**

**Mentoring:**

[Management Mentors](#)

[National Mentoring Partnership](#)

[Center for Creative Leadership \(CCL\) mentoring information](#)

[Bringing People Together mentoring information](#)

[Virginia Mentoring Partnership](#)

[Free Management Library](#)

**Job Shadowing:**

[Careers Out There](#)

["The Job Shadow Knows: Try on a Career Before You Commit"](#)

[About.com "Job Shadowing is Effective On-the-Job Training"](#)

[Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"](#)

**Informational Interviews/Networking:**

[My UVA Career](#)

["Mastering the Informational Interview" \(NY Times\)](#)

["What is an Informational Interview Anyway?" \(U.S. News & World Report\)](#)

[Informational Interviewing: The Neglected Job Search Tool](#)

["How Does an Informational Interview Work?"](#)

***360 degree feedback:***

[UVA Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback](#)

[custom insight: "What is 360 Degree Feedback?"](#)

[American Psychological Association "Do 360 Evaluations Work?"](#)

[Sigma Assessment Systems: Best Practices in 360 Degree Feedback](#)

[About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield](#)

[SkillSoft: 360-degree Performance Appraisal](#)