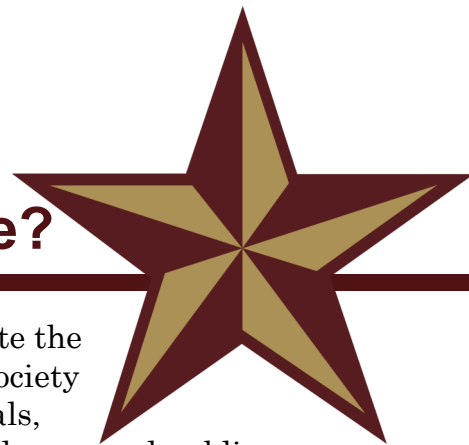


# Mass Communication Careers

## What can I do with this degree?



Journalism and Mass Communication majors investigate the role mass media has played, and continues to play, in society through both traditional and new media. As professionals, Mass Communication majors may deliver messages to the general public by utilizing traditional mass media such as the newspaper, radio, and television as well as new and social media such as Facebook, blogs, and Twitter.

### Communication Design Skills

- Oral, visual, and written communication skills
- Problem solving skills
- Persuasive skills
- Leadership and management skills
- Critical and analytical
- thinking skills
- Research and persuasive skills
- Writing and editing skills
- New media skills
- Social Media skills
- Understanding of global communication
- Presentation skills
- Listening skills
- Skills working in groups
- Ability to understand the role that media plays

### Academic Degrees offered at Texas State

Bachelor of Art in Mass Communication

-OR-

Bachelor of Science

- Journalism and Mass Communication
- Public Relations and Mass Communication
- Advertising and Mass Communication
- Electronic Media and Mass Communication

Master of Arts in Mass Communication

with concentrations in:

- Latinos & Media
- Mass Communication
- Strategic Communication
- New Media

### Possible Work Settings

- Journals and magazines
- Marketing firms
- Advertising agencies
- Publishing firms
- Public Relations firms
- Self-owned businesses
- Radio stations
- Educational institutions
- Publishing companies
- Libraries
- Newspapers
- Professional organizations
- Online media outlets
- Television stations
- All corporations, organizations, government agencies and non-profits that have Corporate Communication/Public Information Department

## Career Paths

*(Some of the occupations outlined in this brochure may require additional education or training)*

### ...in Journalism area

#### Sample Job Titles

- Journalist
- Columnists
- Cyberjournalist
- Magazine Editor
- Technical Writer
- Acquisitions Editor
- Newspaper Reporter
- Copy Writer
- Proofreader

- Editorial Writers
- Computer-Assisted Reporters
- Photojournalist
- Publicist
- Author
- Critic
- Newspaper Editor
- Scientific Editor
- Broadcast Journalist

#### Possible Work Settings

- Newspaper industry
- Magazine industry
- News Station
- At home/Online

### ...in Public Relations area

#### Sample Job Titles

- Publications Specialist
- Marketing and Promotions Specialist
- Account Executive
- Communications Specialists
- News Media Specialist
- Press Secretary
- Information Officers

- Public Affairs Specialist
- Publicist
- Lobbyist
- Human Resources Specialist
- Marketing Manager
- Business Communicator
- Reporter
- Social Media Specialist
- Webmaster

#### Possible Work Settings

- Consumer Industry
- Government Relations
- Political Campaigns
- Interest Group Representation
- Investor Relations
- Media Industry

### ...in Advertising area

#### Sample Job Titles

- Account Executive
- Advertising Manager
- Production Assistant
- Designer
- Marketing Assistant
- Event Marketing
- Media Researcher
- Art Director
- Copywriter

- Account Planner
- Production Artist
- Traffic Coordinator
- Marketing Recruiter
- Illustrator
- Graphic Production Coordinator
- Advertising Sales
- Website Designer

#### Possible Work Settings

- Advertising Agencies
- Consumer Industry
- Graphic Design Company
- Newspaper Industry



## ...in Electronic Media area

### Sample Job Titles

- Electronic Communications Coordinator
- Media Relations Manager
- New Media Designer
- Electronic Media Executive
- Broadcaster
- Graphic Designer
- Web Masters
- Digital Media Producer
- E Journalist
- Special Effects Specialist
- Programming Assistant
- Video Production Coordinator
- Film Editor
- Interactive Media Specialist

### Possible Work Setting

- Newspaper/Electronic News
- News Station
- Television Station
- Radio Station

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### **Resources**

#### **Texas State University - Student Organizations**

The American Advertising Federation	Association of Women in Communication
The National Broadcasting Society	Student Event Planner's Association
Social Media Club	The Ad Club
The Public Relations Student Society of America	The Society of Professional Journalists

#### **Professional Organizations**

American Advertising Federation [www.aaf.org](http://www.aaf.org)

International Women's Media Foundation <http://www.iwmf.org/subcatdetail.aspx?sc=links#>

APR Universal Accreditation Board for Public Relations [www.praccreditation.org/](http://www.praccreditation.org/)

Association for Education in Journalism and Mass Communication. [www.aejmc.org/](http://www.aejmc.org/)

National Association of Broadcasters. <http://www.nab.org/AM/Template.cfm?Section=Home>

Association of Young Journalists [www.ayjw.org/](http://www.ayjw.org/)

International Advertising Association [www.iaaglobal.org](http://www.iaaglobal.org)

International Center for Journalists <http://www.icfj.org/>

Online News Association <http://journalists.org/>

Public Relations Society of America [www.prsa.org/](http://www.prsa.org/)

Society of Professional Journalists [www.spj.org/](http://www.spj.org/)

Texas Public Relations Association [www.tpra.com/](http://www.tpra.com/)

American Association of Advertising Agencies [www.aaaa.org](http://www.aaaa.org)

International Communication Association <http://www.icaheadq.org/>

I Want Media. [www.iwantmedia.com/organizations/index.html](http://www.iwantmedia.com/organizations/index.html)



## **Job/Internship Search Links**

American Advertising Federation Job Bank <http://www.aaf.org/default.asp?id=44>

Advertising Crossing. <http://www.advertisingcrossing.com/>

I Want Media Job Search [iwantmedia.com/jobs/](http://iwantmedia.com/jobs/)

Jobs 4 Cats <http://www.careerservices.txstate.edu/Students/Jobs4Cats.html>

Journalismjobs.com. [http://www.journalismjobs.com/Search\\_Results\\_internship.cfm](http://www.journalismjobs.com/Search_Results_internship.cfm)

Media Job Market <http://www.mediajobmarket.com/jobs/index.jsp>

Mass Media Job Search <http://www.massmediajobs.com/index.php?page=browse>

PRSA Job Seekers [http://jobs.prsa.org/home/2170\\_can.cfm#](http://jobs.prsa.org/home/2170_can.cfm#)

CRT NET <http://lists.psu.edu/cgi-bin/wa?A0=CRTNET>

## **Career Planning Links**

NCA Job Board <http://www.natcom.org/Secondary.aspx?id=109>

The Vault [http://www.vault.com/hubs/506/hubhome\\_506.jsp?ch\\_id=506](http://www.vault.com/hubs/506/hubhome_506.jsp?ch_id=506)

Exploring Occupations <http://www.umanitoba.ca/counselling/careers.html>

Occupational Outlook Handbook <http://www.bls.gov/oco/>

O\*Net <http://online.onetcenter.org/>

## **Career Library Resources**

Top Careers for Communications Graduates by Ferguson

Careers in Writing by Blythe Camenson

Careers in Communications and Entertainment by Leonard Mogel

Great Jobs for Communications Majors by Blythe Camenson

Career Opportunities in the Internet, Video Games, and Multimedia

*Information for this handout compiled from:*

*Texas State University Career Services, Education-Portal.com "Bachelor of Fine Arts (BFA): Communication Design Degree Overview"; DegreeDirectory.org; WorldWideLearn, an online directory of education; Career Center at University of North Carolina-Wilmington; University of Minnesota-Morris*

**[www.careerservices.txstate.edu](http://www.careerservices.txstate.edu)**

**LBJ Student Center Suite 5-7.1 • 512.245.2645 • [CareerServices@txstate.edu](mailto:CareerServices@txstate.edu)**