

## Career Information for Mass Communications

A College of Fine Arts and Humanities Major

### **General Overview Information**

The Mass Communications majors investigate the role mass media has played, and continues to play in American culture. Students learn how messages shape and define our perceptions, influencing the way people think and look at everything from a candy bar to geopolitics. Students can choose between 4 emphasis areas including Advertising, Broadcasting, News Editorial, or Public Relations.

### **Do You Have These Characteristics?**

Creativity · Initiative · Good Judgment · Ability to Function as a Team · Self-Confidence  
Decision Making Skills · Problem Solving Skills · Outgoing Personality

### **Salary Information Can Be Found At:**

[www.bls.gov/bls/blswage.htm](http://www.bls.gov/bls/blswage.htm)

[www.iseek.org](http://www.iseek.org)

[www.stcloudstate.edu/careerservices](http://www.stcloudstate.edu/careerservices)

### **What Can You Do?**

- Advertising
- Radio & Television Broadcasting
- News Editorial
- Public Relations Specialist
- News Analyst
- Reporter/Correspondent
- Journalism
- Press Secretary
- Information Officer
- Announcer
- Director/Producer
- Reporter
- Camera Operator
- Writer

### **Where Can You Work?**

- Management Companies
- Public Relations Firms
- Radio & Television Stations
- Educational Institutions
- Membership Organizations
- Health Care Organizations
- Advertising Agencies
- Social Service Agencies
- Federal, State, & Local Government
- Publishing Companies
- Newspapers & Magazines
- Self-Employed
- ....and MORE!

### **Resources**

- SCSU Mass Communications – <http://bulletin.stcloudstate.edu/ugb/programs/comm.asp>
- Occupational Outlook Handbook – <http://www.bls.gov/oco/ocos086.htm>
- Public Relations Society of America – [www.prsa.org](http://www.prsa.org)
- National Association of Broadcasters – [www.nab.org](http://www.nab.org)
- Accrediting Council on Education in Journalism & Mass Comm. – [www.ku.edu/~acejmc/](http://www.ku.edu/~acejmc/)
- *Career Opportunities in Advertising and Public Relations*
- *Career Opportunities in Television and Cable*
- *Careers in Advertising*
- *Careers in Journalism*
- *Great Jobs for Communication Majors*
- *Internships with America's Advertising Agencies*
- *MN Broadcasters Association Job Bank (newspaper)*
- *National Directory of Arts Internships*
- *Performing Arts Directory*
- *Starting Your Career in Broadcasting*
- *The Big Green Internship Book*
- *The Gold Book*
- *The Human Rights Internship Book*
- *The Sports Internship Book*
- *Top Careers for Liberal Arts Graduates*
- *What to Do with Your English or Communications Degree*  
(Books are available at SCSU Career Services Center)