

What Can I Do with a Major in **MASS COMMUNICATION?**

Mass communication plays an influential role in modern society. Mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organization.

Examples: Advertising, Journalism, Public Relations, and Politics/Campaigning.

Typical Coursework

Introduction to Mass Communications
Multimedia Production and Storytelling
Editing for Print and Digital Audiences
Mass Media Law and Regulations
Intro to Interactive Data Journalism
Intro to Public Relations
Women, Minorities, and the Media
Communication Research Methodologies

News reporting and writing
Law and Ethics of Journalism
Mass Media and Society
Media Design
Photojournalism
TV, Radio and Digital News Reporting
Database Reporting
Communication Theory

ARCC Mass Communications Courses

Intro to Mass Communication (MCOM 1100)
Media Writing (MCOM 2121/2131)
Practical Experiences in Mass Comm/Journalism (MCOM 1109)
Intro to Public Relations (offered starting Fall 2018)

Related Major Skills

Tech savvy multi-tasker
Versatile storyteller; produces content for any format
Cultivates constant and interactive conversation with readership
Express ideas clearly when speaking or writing
Use reasoning to discover answers to problems
Listen to others, understand, and ask questions
Combine several pieces of information and draw conclusions
Manage the time of self and others
Ability to meet deadlines

Related Occupations

Journalist
Social media coordinator
Public relations specialist
Social media marketing specialist
Web developer

Video game designer
Community relations director
Talk show host
Sports announcer
Communications director

Who Hires for this Occupation?

Journalism: News sites, newspapers, broadcast outlets, magazines

Public relations: internal PR/marketing offices for companies/organizations, PR firms

Advertising: Copy writer, creative director, media planner

Marketing: event planning, social media marketing, market research

Business: Human resources, market research, communications department

Government: political campaigns, politicians (speech writers, research)

Health Communication: medical writing, PR and communication departments

New Media: video game industry, graphic design, web developing

(a few) Minnesota colleges & universities with a major in Mass Communication

Augsburg College

Bethel University

College of St. Scholastica

Macalester College

Minnesota State University, Moorhead

*Mankato State

North Central University

*St. Cloud State University

St. Mary's University of Minnesota

University of Northwestern

*University of Minnesota-Twin Cities

University of St. Thomas

*Winona State University

*current MCOM faculty are familiar with these programs and can connect students to faculty there

Professional Association Links

Society of Professional Journalists <http://www.spj.org/>

Poynter Institute <http://www.poynter.org/>

Minnesota Council of Nonprofits job board <http://www.minnesotanonprofits.org/jobs>

Journalism Jobs <http://www.journalismjobs.com/>

For More Information

Contact ARCC Career Counseling: (763) 433-1240 (CR campus), (763) 433-1840 (Cambridge campus)
or stop by the campus Information Desk

Information adapted from: Minnesota Career Information System <https://mncis.intocareers.org>, the Career Center at the University of North Carolina at Wilmington <http://uncw.edu/career/WhatCanIDoWithaMajorIn.html>, and SAGE Publishing