

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

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Mass communication plays an influential role in modern society. It 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

## **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

## **MN Colleges & Universities with a major in Mass Communication**

Augsburg College	Bethel University
*Bemidji State University	*Minnesota State University, Mankato
College of St. Scholastica	Macalester College
*Minnesota State University, Moorhead	*St. Cloud State University
North Central University	University of Northwestern
St. Mary's University of Minnesota	University of St. Thomas
University of Minnesota-Twin Cities	
*Winona State University	

\*Anoka-Ramsey Community College offers an [Mass Communication Transfer Pathway Associate of Science Degree](#) with course credits that directly transfer to designated Bachelor's Degree programs at Minnesota State System Universities.

Search for majors and colleges at [Minnesota State System Colleges and University](#).

## **Professional Association Links**

[Society of Professional Journalists](#)

[Poynter Institute](#)

[Minnesota Council of Nonprofits Job Board](#)

[Journalism Jobs](#)

## **For More Information**

Contact ARCC Counseling (Coon Rapids and Cambridge) at (763) 433-1100 or stop by the campus Information Desk

*Information adapted from:*

[Minnesota Career Information System](#)

[Occupational Outlook Handbook](#)

[Focus2](#)

[Career Center at the University of North Carolina at Wilmington](#)