

What can I do with a major in...

# MASS COMMUNICATION

Mass communications is the transmission of information to large numbers of people through the mass media. Mass media includes newspapers, magazines, television, radio, film, websites, and any technology that allows for the dissemination of information to the public. Within the mass media are channels or vehicles of mass communication. These channels include news reports, books, movies, television programs, music videos, advertisements, and articles in magazines and newspapers and on websites.

## Top 10 Occupations

- Chief Marketing Officer
- Group Account Director
- Director of Strategy
- Online Marketing Director
- Social Media Director
- Executive Producers
- Director of Communications and Digital Strategy
- Marketing Consultant
- Account Director

## Career Paths

- Advertising
- Corporate and institutional media
- Electronic media
- Journalism
- Production management
- Public relations
- Telecommunications
- Visual communications

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## 7.1% Unemployment Rate

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## SALARY

**\$53,530**

Median Annual

**\$30,560**

Entry Level

## Related Occupations

- Advertising Sales Agents
- Librarians
- Producers
- Public Relations Specialists
- Technical Writers




# Mass Comm.

- Communications specialists share many of the same responsibilities as a public-relations specialist. The title is more common in companies and organizations other than agencies, and in some companies, the difference may be that they concentrate more on writing in and for various media, such as print and online.



Advice  
from  
the Pros

## Show, don't tell.

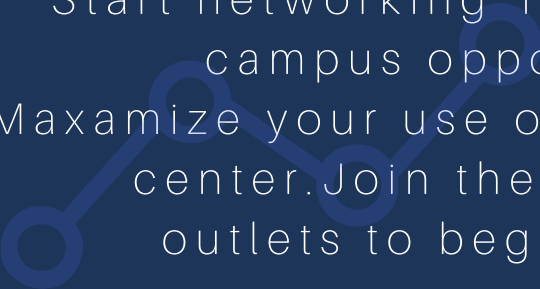



Don't waste time telling others what you can offer. Instead, do your job very well to show your skills. On your resume, don't list that you have excellent communication skills. Instead, include specific examples that demonstrate your excellent communication. Let your work speak for itself.

## Research.

Put a lot of effort into searching for a job. Research companies you'd like to work for and make sure that your skills and experience line up with what they're looking for.

## Make Connections.



Start networking TODAY. Take advantage of every on-campus opportunity to connect with companies. Maximize your use of the services offered by the career center. Join the school newspaper and other media outlets to begin developing those communication skills.