



What can I do with a major in... Media Production - MULTIMEDIA JOURNALISM

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world.

What types of work are related to this degree?

Webcasting	Multimedia Journalism
Podcasting	Digital Journalism
Web Design/Development	News Reporting/Producing
Website Maintenance	
Content Planning	
Marketing and Promotions	
Blogging	
Search Engine Marketing	
Social Photography	
Community Management	
Reporting	
Speech and copywriting	
Journalism	
Television or radio news	

Who employs people with this degree?

- Internet-based companies
- Companies specializing in webcasting services and technology
- Nonprofits
- Corporations
- Public relations firms
- Media outlets
- Major networks
- Web application companies
- Government and corporations
- Freelance or private video production companies or videographers
- Universities and colleges

More information online at ONETonline.org

Strategies for Success:

- The fields of journalism, web design and public relations can be highly competitive. Pursue internships, volunteer freelance work and begin networking with professionals in the field as soon as possible.
- Gain experience with social media platforms.
- Be adept at learning new technology and tools quickly.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.
- Take courses in marketing, journalism, copy writing, technology.
- Seek certifications in networking, web design, or related areas.
- Be willing to start in smaller markets and work your way up the ladder.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.

Professional Associations:

Public Relations Society of America	International Association of Business Communicators
National Communication Association	American Advertising Federation
International Communication Association	American Business Women's Association
Health Sciences Communication Association	American Society for Training and Development
The Association for Women in Communications	

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.