

What Can I Do With a Major in Mass Communication?

Sample Occupations: The following listings are occupations you can pursue with a Mass Communications Degree. Please note that this list is not exhaustive. There are many careers for which a Mass Communications Degree prepares you. *Also note that the occupations that require an advanced degree are also listed.* For help in identifying more information about the occupations listed below, please visit the Career Center at 259 Highsmith Union.

Actor	Dubbing Editor	Lobbyist
Advertising Director	Editorial Assistant	Magazine/Newspaper Editor
Announcer	Electronic Publishing Specialist	Media Relations Representative
Audio/Video Specialist	Events Planner	Mediator
Author	Feature Writer	Motivational Speaker
Bank Officer	Filmmaker/Documentary Filmmaker	News Anchor
Book Editor	Freelance Reporter	Photojournalist/Photographer
Broadcast Supervisor/Technician	Fundraiser	Press Secretary
Camera Operator	Government Relations Specialist	Print Production Manager
Campaign Manager	Grant Writer	Public Information Officer
Children's Books Author/Illustrator	Graphic Artist	Public Relations Specialist
Circulation Manager	Hospitality/Hotel Manager	Publisher
Clergy	Human Resource Administrator	Real Estate Broker/Agent
Communications Specialist	Illustrator	Reporter
Copy Editor/Writer	Indexer	Speechwriter
Corporate Communications Director	Insurance Agent/Broker	Sportscaster/Promoter
Correspondent	Investigative reporter	Station Manager
Critic	Journalist	Teacher
Customer Service Representative	Lawyer	Technical Writer
Darkroom Technician	Legal Assistant	Traffic Manager
Director – Film, Video, Theater	Librarian	Travel Agent
Disc Jockey	Literary Agent	Wire Editor

Sample Work Settings

Advertising Agencies	Journals and Magazines	Professional Organizations
Book Stores	Libraries	Public Relations Industry
Cable Systems	Literary Journal	Publishing Companies
Editing Firms	Marketing Firms	Radio Stations
Educational Institutions	Medical Industry	Sports Organizations
Finance Industry	Newspapers	Television Stations
Freelance	Nonprofit Associations	Wire Services
Home Offices	Printing Presses	Writing Firms

Government Departments

Central Intelligence Agency	Immigration and Naturalization	US Information Agency
Department of Commerce	National Endowment for the	US Postal Service
Federal Bureau of Investigation	Humanities	Veterans Affairs

Professional Organizations

American Advertising Federation <http://www.aaf.org/>
American Federation of TV and Radio Artists <http://www.aftra.org/home.htm>

American Society of Journalists and Authors <http://www.asja.org>
American Society of Newspaper Editors <http://www.asne.org/>
Association for Women in Communications <http://www.womcom.org/>
College Broadcasters, Inc. <http://www.askcbi.org/>

Professional Organizations (continued)

Council of Communication Associations <http://www.councilcomm.org/>
International Communication Association <http://www.icahdq.org/>
National Association of Black Journalists <http://www.nabj.org>
National Association of Broadcasters <http://www.nab.org>
National Communication Association <http://www.natcom.org>
National Council of Teachers of English <http://www.ncte.org>
National Federation of Press Women <http://www.nfpw.org>
National Institute for Computer-Assisted Reporting <http://www.nicar.org/>
Public Relations Society of America <http://www.prsa.org/>

Internet Resources

All About Public Relations <http://www.aboutpublicrelations.net/jobsinpr.htm>
American Advertising Federation <http://www.aaf.org/>
American Literature Association <http://www.calstatela.edu/academic/english/ala2/>
Careers in Broadcast Media and Journalism <http://www.khake.com/page43.html>
JobWeb <http://www.jobweb.org>
Margaret Riley Online Career Guide <http://www.rileyguide.com>
National Association of Broadcasters <http://www.nab.org>
Public Relations Society of America <http://www.prsa.org/>
Mobile Marketing JobList <http://www.mobilemarketingjoblist.com>
Richard Bolles: What Color is your Parachute? – Job Hunters Bible www.jobhuntersbible.com
Staff Writers <http://www.staffwriters.com/>
The Write Jobs <http://www.writejobs.com/>

UNC Asheville Career Center Resources for Mass Communication Majors

Career Exploration:

100 Best Careers for Writers and Artists
100 Jobs in Words
Breaking Into Advertising
Breaking Into Film
Breaking Into Television
Career Opportunities in Magazine Publishing
Career Opportunities in Television, Cable,
Video, and Multimedia
Careers in Communications
College Majors and Careers
Liberal Arts Jobs
Magazines Career Directory
Media Companies
Newspaper Career Directory
Newspaper Career Guide
Public Relations Career Directory
The College Career Bible
The College Majors Handbook
Vault Career Guides: Journalism & Information Media,
Media and Entertainment, Advertising, Book
Publishing, Marketing & Brand Management

Job Search Resources:

2500 Keywords to Get You Hired
Find a Federal Job Fast
Finding your Perfect Work
Job Search handbook for People with Disabilities
Professional's Job Finder
Targeting the Job you Want
Ten Steps to a Federal Job
The Top 10 Fears of Job Seekers
Vault Guides: Schmoozing and Resume, Cover Letters,
& Interviewing, and Starting your Own Business
Who's Hiring Who?

Internship Opportunities:

Americas Top 100 Internships
Directory of International Internships
Internship Handbook
Internships with America's Top Companies
The Best 109 Internships
The Internship Bible
The National Directory of Internships
Vault Guide to Top Internships