Media and Communication Majors
What are you going to do with your major?

Remember, a liberal arts degree opens a vast array of career choices and opportunities. Your degree has prepared you to approach problems analytically, think critically about ideas, research, organize your thoughts, and write about your findings. Your only limitation is thinking that you are only qualified for the traditional jobs in a selected major.

“Communications students learn the manners and methods that individuals, businesses, and societies use to communicate ideas through outlets such as print media, radio and television broadcasts, the Internet, and public events. Communications studies help us to speed up the exchange of news and information worldwide and make subsequent advances in business and technology.” – Top Careers for Communications Graduates

Examples of jobs held by Media and Communications Majors:
Account Manager          Graphic Designer
Adoption Agent           Legal Staffing Consultant
Area Director of Public Relations  Legislative Correspondent
Assistant Dean of Admission  Life Coach
Assistant Vice President  Market Research Analyst
Associate Analyst        Marketing Assistant
Associate Marketing Manager  Media Planner
Athletic Director        Nielsen Information Services Specialist
Attorney                Personal Chef
Brand Manager           Project Manager
Broadcast Associate      Regional Sales Director
Director of Admissions and Financial Aid  Sales Manager
Director of Corporate Communication  Segment Producer
Director of Integrated Sales  Senior Manager, Global Market Research
Director of Sales        Senior Multi-line Claims Representative
Director of Integrated Sales  Senior News Producer
District Sales Manager  Social Worker
Editor                  Staff Photographer
Elementary School Teacher  Vice President of Account Planning
Financial Analyst       Vice President of Communications
Freelance Writer        Vice President of Development
Fundraising Director

Grad School Masters Programs
Communications Art  Mass Communication
Communication and Media Technologies  Media and Professional Communication
Creative Writing  Media and Public Affairs
Documentary Film  Media Studies
Human Resources  New Media Photo Journalism
Interactive Communication  Payroll Administration
Interactive Media  Professional Writing
Journalism  Publishing
Journalism and Public Affairs  Rhetoric
Professional Associations:

- **Public Relations Society of America** [http://www.prsa.org](http://www.prsa.org)
  An association of 21,000+ public relations and communications professionals across the United States that provides professional development sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession.

- **National Communication Association** [www.natcom.org](http://www.natcom.org)
  Organization dedicated to communication. Researchers, educators, and professionals, work to understand and better all forms of human communication.

- **National Association of Broadcasters** [www.nab.org](http://www.nab.org)
  Trade association for radio and television broadcasters. Works through advocacy, education and innovation.

Niche Sites:

- **workinpr.com** [www.workinpr.com](http://www.workinpr.com)
  A recruiting resource for job seekers and employers in the public relations field worldwide; also provides industry information.

- **Journalism Jobs** [http://www.journalism.jobs.com](http://www.journalism.jobs.com)
  Allows you to search for jobs in journalism by industry, location, position, and job status.

- **TVJobs.com** [www.tvjobs.com](http://www.tvjobs.com)
  The largest broadcast-related employment company offering services to job seekers and employers in this highly competitive industry.

- **Communication Arts** [www.commarts.com](http://www.commarts.com)
  Communication Arts acts as an inspiration to graphic designers, art directors, design firms, advertising agencies, illustrators, and photographers through a magazine, articles, and competitions. See the link to Creative Hotlist for job listings in various fields of communication.

- **JournalismJobs.com** [www.journalismjobs.com](http://www.journalismjobs.com)
  Job listings with big name companies such as Men’s Health, Cosmopolitan, the Wall Street Journal, CNN, Forbes, ESPN, and many more.

Journals and Publications

- **Global Media Journal**
  Publishes works that assess existing media structures and practices, such as global media concentration, globalization of TV genres, global media and consumer culture, the role of media in democratic governance and many more.

- **American Communication Journal**
  American Communication Journal welcomes submissions of traditional research articles as well as works showcased in alternative formats.

- **International Journal of Communication**
  The International Journal of Communication is an online, multi-media, academic journal that adheres to the highest standards of peer review and engages established and emerging scholars from anywhere in the world.

Want to get involved on campus?

- MCTV
- The Weekly
- Popped
- Muhlenberg Advocate
- Ciarìa Yearbook
- Muses Art & Literary Magazine
- WMUH Allentown 97.1 FM