Mass Communication Career Outlook 2009-2010

Mass Communication Programs Available at Bemidji State University:
Major: Mass Communication (B.S.) See separate Career Outlook for Marketing Communication
Minor: Mass Communication
Department Website: http://www.bemidjistate.edu/academics/departments/mass_communication

Major Highlights:
Mass communication is generally divided into two media: print and electronic. The print media include magazines, newspapers, and non-periodical publications such as posters, newsletters, brochures, and annual reports. Electronic media include television, radio, and video and audio productions. Photography contributes to both areas. Computer generated audio and video—referred to as "new media"—play an increasing role in the field. Most media outlets, for example, maintain websites. Historically, mass communication has been the primary means by which a society relays information to and entertains the public. Technological advances have promoted instantaneous, global, and persistent presentation of images and ideas. Although the media continue to reflect society, their ability to influence public opinion and the actions of groups and individuals has increased. The Department of Mass Communication offers a wide range of major-minor combinations and encourages students to work in both the print and electronic media. Writing skills are emphasized. Intensive classroom and laboratory experiences include the study of historical, practical, and theoretical aspects of mass communication. These experiences help prepare students for the challenge of the rapid technological changes they will encounter as they move through their careers. Students are required to attain a 2.50 GPA in Mass Communication courses before being approved for graduation with a Mass Communication major or minor.

Program Features: Students have the opportunity to gain broadcast experience at KCRB, a national public radio member station, and at KAWE, a public television station. A campus-based color television station, KBSU-TV, channel 17, staffed and managed by the students, offers opportunities for hands on experience.

Employment Areas:
The "Occupational Outlook Handbook" reports that the advertising and public relations services industry employed 462,300 wage and salary workers in 2008, while broadcasting provided about 316,000 wage and salary jobs in 2008.

Projected Demand for Mass Communication Majors in Minnesota:
MnCareers reports that the outlook for public relations specialists is good, but competition is high for entry-level positions. The average income for the 3,010 public relations specialists is reported at $25.70 an hour. The average income for the 1,200 news reporters in Minnesota is $19.80 per hour. The outlook is poor since mergers and internet competition limit new openings, and competition for openings is high. Having an internship or other related experience will provide an advantage when entering the workforce.

Projected Demand for Mass Communication Majors Nationwide:
The DISCOVER guidance system reports that the nationwide demand for the public relations specialist field will have moderate growth with 1.8% expected growth per year. The average salary offered to beginning public relations specialists was $38,500 annually, in 2009. The "Occupational Outlook Handbook" reports that the median annual wages for salaried public relations specialists were $51,280 in May 2008. For news analysts, reporters, and correspondents, the outlook is fair, with slower than average growth due to decreased advertising revenue. Salaries for news analysts, reporters, and correspondents vary widely. Median annual wages of reporters and correspondents were $34,850 in May 2008.

Placement Information for Mass Communication Graduates:
There are many career opportunities for Bemidji State University mass communication graduates. Of the Bemidji State University 2008-2009 mass communication graduates, 90.9% reported obtaining related employment within one year of graduation. These do not include students who were not seeking employment, unavailable, or had unknown status.
A Partial List of Employers Who Have Hired BSU Mass Communication Graduates:

ABC Radio
Abercrombie & Fitch
Aflac
Allways Graphics
Arrow Electronics
AT&T Wireless
Avon Products
Bemidji Pioneer
BISYS Retirement Services
Border States Electric
Buzztime
Carmichael Lynch Spong
Catholic Aid Association
Century 21 Lugar Realty
City of White Bear Lake
College Directories
Conus Communication
Days Inn
Digi-Key, Inc.
Douglas Budget
Expressions by Ashton Photography
Forum Communications
Gage Marketing
Genesis Communication Network
Grand Rapids Herald Review
Hines
In-Fisherman
KAWE
KBJR
KDLT-NBC
KRJMJ Radio
KRS Computer & Business School
KXRA Radio
Lakeland Public Television
Lakeland Public Television
Lakeland Public Television
Lakeland Public Television
Leighton Enterprises
Lifetime Fitness
Lighthouse Lodge
Longview Fibre Company
Lutheran Trust/Church Asset Management
Lyngblomsten, Inc.
Meet Minneapolis
Miramar, Inc.
Nash Finch Company
Northwestern Mutual Financial Network
Novo 1
OarFin Distribution
Olson Communications
Paul Bunyan Broadcasting
Paul Bunyan Broadcasting
R P Broadcasting
Regent Broadcasting
Russell Herder
S Plus, Inc.
Self-employed
Shockley Communications Corporation

On-Air Personality
Manager
Assistant Administrator
Commercial Accountant Specialist
In-Bound Sales
Sales Support Representative
Sales & Business Development Manager
Reporter
Account Specialist
NW Regional Marketing Administrator
Marketing Representative
Associate
Field Representative
Realtor
Public Access Assistant
Sales Representative
TV-Sports/News
Director of Sales
Media Communication Specialist
Reporter
Supervisor/Photographer
News Entry
Account Executive-Sales
Sports Writer
Staff Assistant
Television Production
Production Manager
Producer (News 6 Live at Five)
Production Assistant
Salesperson
Career Advisor
Radio Announcer - KXRA FM
Producer/Director
News Reporter
News Reporter
Master Control Operator
News & Sports Reporter
Advertising/Marketing Sales
Membership Advisor
Supervisor
Customer Service Correspondent
Commercial Risk Management Specialist
Communications Coordinator
Promotional Marketing
Director of Marketing Operations
Human Resource Coordinator
Financial Representative
TSR
Publicist
Ad Sales/Reporting
Radio Announcer
Sports Broadcaster
Sales Representative
Account Executive
Account Coordinator
Assistant
Commercial Recording
Promotions & Marketing Director
Account Executive

Minneapolis, MN
Bloomington, MN
Bemidji, MN
Unspecified
Eden Prairie, MN
Roseville, MN
Menominee, MI
Bemidji, MN
Brainerd, MN
Bismarck, ND
Oakdale, MN
Minneapolis, MN
Verndale, MN
Edina, MN
White Bear Lake, MN
Chapel Hill, NC
Minneapolis, MN
Plymouth, MN
Thief River Falls, MN
Douglas, WY
Fargo, ND
Blackduck, MN
Loretto, MN
Burnsville, MN
Grand Rapids, MN
Minneapolis, MN
Brainerd, MN
Bemidji, MN
Duluth, MN
Sioux Falls, SD
Mahnomen, MN
Bloomington, MN
Alexandria, MN
Bemidji, MN
Brainerd, MN
Bemidji, MN
Brainerd, MN
Duluth, MN
Detroit Lakes, MN
Eagan, MN
Bemidji, MN
Grand Forks, ND
Fergus Falls, MN
St. Paul, MN
Minneapolis, MN
Plymouth, MN
Edina, MN
Grand Forks, ND
DeKalb, IL
St. Louis Park, MN
Cass Lake, MN
Bemidji, MN
Bemidji, MN
Bemidji, MN
St. Cloud, MN
Minneapolis, MN
New York, NY
Eagan, MN
Duluth, MN
Duluth, MN
A Partial List of Employers Who Have Hired BSU Mass Communication Graduates (Continued):

- Shooting Star Casino, Graphic Artist, Mahnomen, MN
- Special Delivery, Account Representative, Fargo, ND
- St. Croix Solutions, Client Relations Specialist, Minnetonka, MN
- Star Tribune, Advertising Account Coordinator, Minneapolis, MN
- Star Tribune, Classified Ads Staff, Minneapolis, MN
- Stevens Point Journal, Journalist, Stevens Point, WI
- Stronz Friedberg, LLC, Administrative Assistant, Minneapolis, MN
- The Pioneer, Operation Specialist, Baldwin Park, CA
- The Topocean Group, Operation Specialist, Mcgregor, MN
- The Voyager Press of McGregor, Editor, Mcgregor, MN
- TMP Worldwide, Account Executive/Directional Marketing, Minneapolis, MN
- University of Chicago- NORC, Telephone Interviewer, Chicago, IL
- TV 3 (Leighton Enterprises), Creative Director/Editor, Detroit Lakes, MN
- Uniprise Health Care, Claims Review, International Falls, MN
- Verizon Wireless, Marketing Consultant, Orlando, FL
- Walt Disney World, Merchandising, Plymouth, MN
- WDIO-TV, Traffic/Programming Assistant, Duluth, MN
- Windy City Fieldhouse, Event Coordinator, Chicago, IL

Colleges and Universities Where BSU Mass Communications Graduates Have Gone to Continue Their Education:

- Central Lakes College, Brainerd, MN

Note 1: Some of the above job/career titles require advanced degrees or specialized training.

Note 2: Degrees alone do not get students jobs. Internships, summer jobs, volunteer work, part-time jobs, work-study positions, and active participation in student organizations on campus are all ways to become more competitive in a tight job market.

Note 3: Personal Competencies: it is also recommended that individuals be competent in a variety of communication methods, and computer skills are a must.

Bibliography:
- Bemidji State University Undergraduate Catalog 2006-2008. Bemidji State University, Bemidji, MN (2009)
- DISCOVER. The American Testing Program, Educational Technology Center, Hunt Valley, MD (2009)

For more information, please contact the Career Services Office in 102 Sanford Hall or call us at 218-755-2038 or toll free at 800-657-3726.