Career Outlook 2018: Mass Communication

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

EMPLOYMENT AREAS AND PROJECTED DEMAND:
The “Occupational Outlook Handbook” (OOH) reports that the advertising and promotions managers industry employed 28,860 wage and salary workers in 2016, while reporters, correspondents, and broadcast news analysts provided about 50,400 wage and salary jobs in 2016.

The OOH reports that the median annual wages for salaried public relations specialists were $58,020 in 2016. Employment of reporters, correspondents, and broadcast news analysts is projected to decline 9% to 2026. Salaries for news analysts, reporters, and correspondents vary widely. Median annual wages of reporters and correspondents were $37,820 in 2016. Having an internship or other related experience will provide an advantage when entering the workforce.

PLACEMENT INFORMATION FOR MASS COMMUNICATION GRADUATES:
The competition for jobs for Bemidji State University Mass Communication graduates has increased significantly. Of the Bemidji State University 2015-2016 Mass Communication graduates, 87.5% reported obtaining related employment within one year of graduation, and one graduate continued their education. This does not include students who were not seeking employment, unavailable, or had unknown status.

PARTIAL LIST OF EMPLOYERS WHO HAVE REPORTED HIRING BSU MASS COMMUNICATION GRADUATES*:
(This list only includes employment within one year of graduation.)

<table>
<thead>
<tr>
<th>Employer</th>
<th>Position</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum Communications</td>
<td>Journalist</td>
<td>Bemidji, MN</td>
</tr>
<tr>
<td>Hubbard Broadcasting</td>
<td>Radio Announcer</td>
<td>Brainerd, MN</td>
</tr>
<tr>
<td>KNBN NewsCenter1</td>
<td>Reporter/Producer</td>
<td>Rapid City, SD</td>
</tr>
<tr>
<td>Lakeland Public Television</td>
<td>Producer/Director</td>
<td>Bemidji, MN</td>
</tr>
<tr>
<td>Mpls. St. Paul Magazine</td>
<td>Editorial</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Unwinnable</td>
<td>Website Editor</td>
<td>St. Paul, MN</td>
</tr>
<tr>
<td>UpRiver Productions</td>
<td>Video Editor</td>
<td>Springfield, MO</td>
</tr>
</tbody>
</table>

COLLEGES AND UNIVERSITIES WHERE BSU MASS COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION (previous year):

- College of St. Scholastica, St. Cloud, MN

*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.

Bibliography:
Annual Graduate Follow-Up Study 2015-2016. Bemidji State University, Bemidji, MN (2018)
Bemidji State University Undergraduate Catalog 2017-2018. Bemidji State University, Bemidji, MN (2017)

For more information, contact Career Services; Decker Hall/218-755-2038/career@bemidjistate.edu
For more job listings please visit:

http://www.bemidjistate.edu/students/services/career/job_search/jobs/

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