

Career Outlook: 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: <https://www.bemidjistate.edu/academics/departments/integrated-media/>

EMPLOYMENT AREAS AND PROJECTED DEMAND:

The "Occupational Outlook Handbook" (OOH) reports that the public relations specialists held 270,000 jobs in 2018, while reporters, correspondents, and broadcast news analysts held about 49,700 jobs in 2018.

The OOH reports that the median annual wages for salaried public relations specialists were \$60,000 in 2018. Employment of public relations specialists is projected to grow 6% (as fast as average). Employment of reporters, correspondents, and broadcast news analysts is projected to decline 10% through 2028. Salaries for news analysts, reporters, and correspondents vary widely but the median annual wage is \$43,490. 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 10 Bemidji State University 2017-2018 Mass Communication graduates, 57.1% reported obtaining related employment within one year of graduation, and 10% continued their education. This does not include students who 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.)

Affinity Plus Federal Credit Union	Member Advisor	Bemidji, MN
Bemidji State University	Assist. Apartment Director/Building Manager	Bemidji, MN
Best Version Media	Account Executive	Bemidji, MN
Chungdahm	English as a Second Language Teacher	Daegu, South Korea
Education First	English Language Teacher	Chongqing, China

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

- University of Oregon, Eugene, OR

*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 2017-2018](#). Bemidji State University, Bemidji, MN (2020)
- [Bemidji State University Undergraduate Catalog 2019-2020](#). Bemidji State University, Bemidji, MN (2020)
- [Occupational Outlook Handbook](#). U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2019)

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

For more job listings please visit:



<https://www.bemidjistate.edu/services/career/events-guides-resources/job-listings/>

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