

# 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 274,600 jobs in 2019, while reporters, correspondents, and broadcast news analysts held about 52,000 jobs in 2019.

The OOH reports that the median annual wages for salaried public relations specialists were \$61,150 in 2019. Employment of public relations specialists is projected to grow 7% (faster than average). Employment of reporters, correspondents, and broadcast news analysts is projected to decline 11% through 2029. Salaries for news analysts, reporters, and correspondents vary widely but the median annual wage is \$46,270. 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 15 Bemidji State University 2018-2019 Mass Communication graduates, 87.5% reported obtaining related employment within one year of graduation, and 13.3% 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.)

Bemidji Pioneer	Intern	Bemidji, MN
Liftable Media, Inc.	Marketing Associate	Phoenix, AZ
Rutgers Birchmont Lodge	Social Media Manager	Bemidji, MN
Sanford Health	Communication Specialist	Bemidji, MN
Self Employed	Event and Travel Director	Minneapolis, MN
Self-Employed	Video Editor	Los Angeles, CA
Take The Majority	Field Organizer	Dale City, VA

### COLLEGES AND UNIVERSITIES WHERE BSU MASS COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:

- Gonzaga University, Spokane, WA

\*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 2018-2019](#). Bemidji State University, Bemidji, MN (2021)
- [Bemidji State University Undergraduate Catalog 2020-2021](#). Bemidji State University, Bemidji, MN (2021)
- [Occupational Outlook Handbook](#). U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2020)

**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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BEMIDJI STATE UNIVERSITY | 2018 - 2019

# GRAD STATS

FROM STUDENTS SURVEYED ONE YEAR POST-GRADUATION

CONNECTING STUDENTS TO CAREERS

## TOP EMPLOYERS

1. SANFORD HEALTH
2. BEMIDJI AREA SCHOOLS
3. ESSENTIA HEALTH
4. LEECH LAKE BAND OF OJIBWE
5. SCHOOLCRAFT LEARNING COMMUNITY
6. ATHLOS LEADERSHIP ACADEMY
7. CLIFTONLARSONALLEN
8. NORTH HOMES CHILDREN & FAMILY SERVICES
9. RED LAKE SCHOOL DISTRICT
10. ALTRU HEALTH SYSTEM
11. BEMIDJI MIDDLE SCHOOL
12. FAIRVIEW HEALTH SERVICES
13. MAYO CLINIC
14. PARK RAPIDS AREA SCHOOLS
15. WANZEK CONSTRUCTION

87.7% OF

1,191

TOTAL GRADUATE AWARDS WHO RESPONDED

\*95.4%

EMPLOYED WITHIN ONE YEAR OF GRADUATION

\*89.7%

EMPLOYED IN A RELATED FIELD WITHIN ONE YEAR OF GRADUATION

15.8%

ARE CONTINUING THEIR EDUCATION



CAREER SERVICES

CAREER SERVICES | 218.755.2038 | CAREER@BEMIDJISTATE.EDU

\*DOES NOT INCLUDE NOT SEEKING, CONTINUING EDUCATION, UNAVAILABLE FOR EMPLOYMENT, AND STATUS UNKNOWN. \* THIS DOCUMENT IS AVAILABLE IN ALTERNATIVE FORMATS. PLEASE CONTACT ACCESSIBILITY SERVICES OFFICE (DECKER 202) AT (218) 755-3883, OR E-MAIL ACCESSIBILITY@BEMIDJISTATE.EDU. IF AN INTERPRETER IS NEEDED, TWO WEEKS NOTICE IS REQUESTED. ALSO AVAILABLE THROUGH THE MINNESOTA RELAY SERVICE AT 1-800-327-3529.