

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 272,300 jobs in 2020, while reporters, correspondents, and broadcast news analysts held about 46,700 jobs in 2020.

The OOH reports that the median annual wages for salaried public relations specialists were \$62,810 in 2020. Employment of public relations specialists is projected to grow 11% (faster than average). Employment of reporters, correspondents, and broadcast news analysts is projected to grow 6% (as fast as average) through 2030. Salaries for news analysts, reporters, and correspondents vary widely but the median annual wage is \$49,300. 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 12 Bemidji State University 2019-2020 Mass Communication graduates, 77.8% reported obtaining related employment within one year of graduation. This does not include students who not seeking employment, continuing their education, 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.)

Fox21 News	Reporter	Duluth, MN
Lueken's Village Foods	Videographer	Bemidji, MN
Nijijii Radio	Broadcast Journalism Intern	Callaway, MN
Ombimindwaa Gidinawemaagainaadog	Child Protection Case Manager	Red Lake, MN
Pinnacle Marketing Group	Account Manager	Bemidji, MN
Sanford Event Center	Video Production Team	Bemidji, MN
Scheels	Photographer	Fargo, ND

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 2019-2020. Bemidji State University, Bemidji, MN (2022)

Bemidji State University Undergraduate Catalog 2021-2022. Bemidji State University, Bemidji, MN (2022)


Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2021)

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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