

Career Outlook: Mass Communication

Mass Communication Programs Available at Bemidji State University:

Major: Mass Communication (B.S.) See separate Career Outlook for Marketing Communication

Minors: Mass Communication, Film Studies, Environmental 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 276,800 jobs in 2021, while news analysts, reporters, and journalists held about 47,100 jobs in 2021.

The OOH reports that the median annual wages for salaried public relations specialists were \$62,800 in 2021. Employment of public relations specialists is projected to grow 8% (faster than average). Employment of news analysts, reporters, and journalists is projected to decline through 2031. Salaries for news analysts, reporters, and correspondents vary widely but the median annual wage is \$48,370. 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 2020-2021 Mass Communication graduates, 85.7% 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.)

Bemidji Pioneer	Editor & Photographer	Bemidji, MN
Bemidji Pioneer	Reporter	Bemidji, MN
Bemidji State University	Director of Football Operations	Bemidji, MN
Karen Pearse Global Direct	Marketing Assistant	New York City, NY
RHEAUMES, Inc.	Design/Production Art	St. Cloud, MN
The Bemidji Pioneer	Multimedia Journalist	Bemidji, MN

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

- DePaul University, Chicago, IL
- University of Denver, Denver, CO

*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 2020-2021. Bemidji State University, Bemidji, MN (2023)

Bemidji State University Undergraduate Catalog 2022-2023. Bemidji State University, Bemidji, MN (2023)

Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2022)

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

For more job listings please visit:

Handshake

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



Bemidji State University is an affirmative action, equal opportunity educator and employer. This document is available in alternate formats to individuals by: 800.475.2001 | 218.755.3883 | accessibilityservices@bemidjistate.edu