



# MASS COMMUNICATION

## Major in Mass Communication

Americans consume nearly 11 hours of media per day. It's more important than ever before to understand how and why we choose the media we do, and how to tailor messages to diverse, global audiences. A major in Mass Communication will provide students with information and guidance to understand our changing media landscape. Students will learn legal, ethical, and transparent principles to better understand and shape the world around them. Our students learn by creating articles for publication, short films, broadcast packages, and press releases. They also learn how to read and engage in research in order to answer important mass communication questions.

Students can choose emphases in strategic communication (and concentrate in public relations or advertising), multimedia journalism, and film, television and audio production. Our curriculum covers the use of new technologies and trends that affect how media professionals work daily. Our students take what they learn in the classroom and apply it to real-world situations such as working with non-profit organizations, campus events, and local businesses, as well as for a variety of different types of media organizations.

## Make an Impact

The breadth and depth of knowledge gained will prepare graduates for a variety of career paths...

- Public Relations Director
- Advertising Sales
- Editor
- Journalist
- Photographer
- Reporter
- Radio Host
- Script Writer
- Publisher
- Television Anchor
- Graphic Designer
- Copywriter
- News Media Director
- Web Content Specialist
- Marketing Specialist
- Consultant
- Digital Editor
- Event Planner
- Fundraiser
- Speech Writer
- Sportscaster
- Videographer
- Information Specialist
- Human Resources Manager
- Multimedia Writer
- Producer
- Public Affairs Specialist
- Campaign Manager
- Technical Writer
- Travel Writer
- Travel Agent
- Advertising Executive
- Film Producer

## Develop Skills

**problem solving** leadership  
**presentation** research  
 design **critical thinking**  
**digital media** editing  
**problem solving** presentation  
**critical thinking**  
**technology** critical thinking  
 editing **collaboration**  
**oral communication** research  
**presentation** data analysis  
**design** software  
**leadership** content creation  
**communication** data analysis  
**creativity** production  
**written communication** collaboration

...the possibilities are endless.

# MASS COMMUNICATION

## Explore and Engage with Mass Communication



Obtain an internship



Join one of the student media organizations



Meet with a faculty member



Meet with a career advisor to discuss your plan



Gain experience planning and designing for local organizations



Create a portfolio with design, writing and visual samples



Talk to your academic advisor



Connect with alumni via LinkedIn

## Top employers at GC

for Mass Communication majors



Eatonton – Putnam Chamber of Commerce



Elevate Experiences



Modern Luxury



Sinclair Broadcast Group, Inc.



WMAZ-TV

## Considering adding a Minor?

These minors can complement the Mass Communication major

- Rhetoric
- Creative Music Media
- Marketing
- Management
- English
- International Studies
- Theatre
- Printmaking
- Photography
- Graphic Design

## Mean Starting Salary

for Mass Communication majors



\*based on NACE First Destinations for the College Class of 2020

### Department of Communication

Georgia College  
201 Terrell Hall  
Campus Box 32  
Milledgeville, GA

Phone: (478) 445-8717

[gcsu.edu/artsandsciences/communication](http://gcsu.edu/artsandsciences/communication)



### University Career Center

Georgia College  
110 Lanier Hall  
Campus Box 42  
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Phone: (478) 445-5384

[gcsu.edu/career](http://gcsu.edu/career)



[www.gcsu.edu/career/whatcanidowiththismajor](http://www.gcsu.edu/career/whatcanidowiththismajor)

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