| CAREER SERVICES WHAT CAN I DO WITH MY MAJOR? JOURNALISM & MEDIA COMMUNICATION

Journalism and Media Communication focuses on developing skills in gathering, analyzing, and presenting information across media platforms. It encompasses learning to craft compelling narratives, engage audiences, and understand the ethical and technological aspects of modern communication.

COMMON JOB TITLES *additional education or certification required post graduation

ENTRY & MID-LEVEL POSITIONS

Content Creator and Influencer Corporate Communications Director* Copywriter **Podcaster** Social Media Coordinator

Nonprofit Digital Media Director

Reporter/Journalist Sports Media Marketer Media Researcher and Professor* **Public Relations Specialist**

Content Writer Editorial Assistant Digital Media Producer **Event Manager**

News Broadcaster or Producer Account/Sales Representative

AREAS OF EMPLOYMENT: WHERE DO JOURNALISM & MEDIA COMMUNICATION MAJORS TYPICALLY WORK?

Media Outlets: WOWT, KETV, KMTV

Magazines: Omaha Magazine, The Reader, Metro Magazine **Corporations**: Union Pacific, Omaha Steaks, Kiewitt

Advertising & Marketing Agencies: Swanson & Russell, Vyral Marketing Entertainment Companies: Omaha Performing Arts, Film Streams, Omaha

Government: NE Dept. of Economic Development, OPS, NE DHHS **Sports & Radio Stations**: Hurrdat Media, KGOR, iHeartRadio

Nonprofit Organizations: United Way, Omaha Community Foundation

Schools & Universities: UNO, Creighton, UNMC **Technology Companies**: Flywheel, Hudl, Gallup

Newspaper & Publishing: Omaha World Herald, NET Nebraska, Rainbow Press, Inc.

Healthcare: Nebraska Medicine, Methodist, Children's Hospital

IMPORTANT QUALITIES:

Transferable Skills Gained:

Creativity Attention to detail Writing

Verbal communication Critical thinking

Cultrual Awareness

Concrete Skills Gained:

Adobe Creative Suite **Photography** Final Cut Pro Canva WordPress

Source-based Research

HOW TO DEVELOP YOUR SKILLS:

Join a **UNO Student Organization** within the College of Communication, Fine Arts & Media to connect with other students and explore your interests Attend **UNO CFAM events** to stay informed with current events, hear from professionals, and gain hands-on experience Volunteer or participate with **UNO Engagement** to get involved in the community



MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

<u>Journalism and Media Communication</u> + <u>Creative Writing minor</u> = Content Writer

* additional education or certification required post graduation

Journalism and Media Communication + Chicano(a)/Latino(a) Studies minor = Culture & Connections Multimedia Journalist

Journalism and Media Communication + Film Studies minor = Production Assistant

OCCUPATIONAL OUTLOOK:

Reporters & Journalists Film & Video Editors **Public Relations Specialists** Writers & Authors

EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to media jobs, internships, and opportunities to boost your student experience

ADDITIONAL FOUCATION:

A Masters degree or Doctoral degree may be beneficial after graduation depending on your desired career path. Advanced degrees offer opportunities for advanced study, specialization and development

More Information:

UNO CFAM Graduate Programs

UNO Graduate Programs A-Z

OTHER RESOURCES:

UNO School of Communication

Career Exploration in Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook

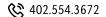
NFFD SOME FXTRA HELP?

Book an appointment with Career Services Book an appointment with your Advisor

Career Services



6001 Dodge Street, Omaha, NE 68182







The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its education programs or activities, including admissions and employment. The University prohibits any form of retaliation being taken against anyone for reporting discrimination, harassment, or retaliation for otherwise engaging in protected activity. UNO is an AA/EEO/ADA institution. For Title IX concerns, please contact the Title IX Coordinator (phone: 402.554.2120). For ADA/504 accommodations or assistance, please call/contact the ADA/504 Coordinator (phone 402.554.2463) or the Accessibility Services Center (phone: 402.554.2872). MCTEMP2024

