

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, Vyrul Marketing

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

Entertainment Companies: Omaha Performing Arts, Film Streams, Omaha Symphony

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
Cultural 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

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

Journalism and Media Communication + Creative Writing minor = 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 EDUCATION:

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

NEED SOME EXTRA HELP?


Book an appointment with Career Services

Book an appointment with your Advisor

Career Services

 EAB 113

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 careers.unomaha.edu

 careers@unomaha.edu

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