

What can I do with a major in “Consumer Journalism”?

The University of Georgia Career Center

Clark Howell Hall, 706-542-3375, www.career.uga.edu
Department of Housing and Consumer Economics, www.fcs.uga.edu/hace



This information describes typical occupations and employment settings associated with this major. Understand some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Consumer Journalism

The Consumer Journalism major provides the opportunity to combine an area of interest from the College of Family and Consumer Sciences with an area of emphasis from the Grady College of Journalism and Mass Communication. Students take coursework in Consumer Economics, Housing, Child and Family Development, Fashion Merchandising, or Consumer Foods as well as Advertising, Public Relations, Journalism, or Telecommunications. Students may also take New Media Institute courses to satisfy the Journalism area of emphasis. The major prepares students for numerous career opportunities.

Research Careers

Georgia Career Information Center <http://www.gcic.peachnet.edu> (userid: ugacpp & password: gcis889)

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)

**Please visit the Career Center Library or your Career Consultant if you need additional information or assistance.*

Possible Job Titles of Consumer Journalism Graduates

Account Executive	Community Relations	Layout Designer
Advertising Specialist	Conference Coordinator	Marketing Assistant
Assistant Media Buyer	Consultant	Marketing Representative
Assistant Publisher	Consumer Reporter	Program Coordinator
Channel Development Specialist	Editor	Public Relations Specialist
Classified Advertising Manager	Event Specialist	Publisher
Communications Coordinator	Freelance Writer	Small business owner
Communications Director,	Health Educator	Television Feature Writer

Possible Employers of Consumer Journalism Graduates

Advertising Agencies	Convention and Visitors Bureau
Magazines	Newspapers
Radio Stations	Television Stations

Career Center Library Resources

Career Opportunities in TV, Cable, Video and Multimedia

Great Jobs for Communications Majors

How to Get Into the Entertainment Business

Media Companies

Opportunities in Event Planning

Plunkett's Entertainment and Media Industry Almanac

Real People Working in Entertainment

Top Careers for Communication Graduates

Vault Career Guide to Advertising
Vault Career Guide to Media and Entertainment
WetFeet Insider Guide to Industries and Careers for Undergrads

Campus Resources

Public Relations Student Society of America - <http://www.prssa.org/>
UGA Family and Consumer Science Cooperative Extension - <http://www.fcs.uga.edu/extension/>
College of Family & Consumer Sciences Student Services - <http://www.fcs.uga.edu/ss/index.html>

Employment Websites

American Advertising Federation - <http://www.aaf.org>
Hospitality Jobs Online - <http://www.hospitalityonline.com/>
Public Relations Society of America - <http://www.prssa.org>
TVjobs.com - <http://www.tvjobs.com>
USAJOBS - <http://www.usajobs.gov/>
Idealist - <http://www.idealist.org/>

Additional Resources

National Association of Black Journalists - <http://www.nabj.org>
Radio and Television News Directors Association - <http://www.rtnda.org>
Council for Consumer Interests - <http://consumerinterests.org>
Society of Consumer Affairs Professionals - <http://www.socap.org>
U.S. News & World Report - <http://www.usnews.com/>
The Consumerist - <http://consumerist.com/>
Consumer Reports - <http://www.consumerreports.org>
The National Press Club - <http://press.org/>
The Federal Communications Commission - <http://www.fcc.gov/>
LinkedIn - <https://www.linkedin.com>