

What can I do with a major in Consumer Journalism

The University of Georgia Career Center

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This information describes typical occupations and employment settings associated with this major. Understand that 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, Human Development and Family Science 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.

Researching Job Titles and Careers

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)

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the “Resources” tab and select “Online Resources”)

Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

Possible Job Titles

Account Executive	Digital Media Manager	Media Consultant
Advertising Specialist	Editor	Operations Manager
Assistant Media Buyer	Event Specialist	Owner
Assistant Merchandise Manager	Events Manager	Program Coordinator
Assistant Publisher	Field Coordinator	Public Relations Specialist
Channel Development Specialist	Freelance Writer	Publisher
Classified Advertising Manager	Health Educator	Publisher's Representative
Communications Coordinator	Image Consultant	Relocation Counselor
Communications Director	Information Broker	Sales Manager
Community Relations Coordinator	Information Center Manager	Small Business Owner
Conference Coordinator	Layout Designer	Streaming Media Consultant
Conference Planner	Marketing Assistant	Talent Acquisition Specialist
Consultant	Marketing Manager	Television Feature Writer
Consumer Reporter	Marketing Representative	Teacher/Instructor

Possible Employers

360i	Convention and Visitors Bureau	National Academy of Television Arts and Sciences
Advertising Agencies	Cosmopolitan Magazine	New York Festivals
Atlanta Girl Magazine	Elegant Island Living Magazine	Newspapers
Atlanta Metropolitan Publishing	ELLE Magazine	Radio Stations
Betty Crocker Appliances	Gibson's Men's Wear	RMR & Associates
Blattner Brunner	Impressions Magazine	Savannah Foods and Industries
Boxercraft	Integrative Logic	Streaming Media Consultants
Business Objects America	International Stream	StyleTrek.com
Carter's Inc.	Macy's Inc.	Television Stations
City of Conyers	Magazines	Unum
College Fashionista	MarketSource, Inc.	Victoria's Secret
Continuing Education Department, Medical College of Georgia	Momentum Worldwide	Viva Creative Group

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.

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>

To find additional clubs and organizations, go to the Center for Student Organizations at- <http://stuorgs.uga.edu/find/index.html>

Connect with your Career Consultant <http://career.uga.edu/contact#careerconsultants>

Employment Websites

GENERAL:

CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)

DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)

GoinGlobal (To access GoinGlobal, login to your DAWGlink account)

Idealist www.idealist.org/ (nonprofit jobs)

USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:

American Advertising Federation - <http://www.aaf.org>

Hospitality Jobs Online - <http://www.hospitalityonline.com/>

Public Relations Society of America - <http://www.prsa.org>

TVjobs.com - <http://www.tvjobs.com>

Professional Information 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>

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

Get involved and build your resume early. Join student organizations that fit your interests and career goals. Also, consider informational interviews of professionals within your field. Visit the career center website or career guide for more information about informational interviewing including questions to ask and a cold calling script. Additionally, consider internships and volunteer opportunities to demonstrate work ethic and experience through-out your resume.

If you are considering going straight to a graduate program following your degree completion, take time to compare programs and find the one that fits your needs. Consider www.gradschools.com for listings of programs across the country and abroad. Discussing your graduate school plans with a faculty member or academic advisor may also provide you with more information. Please visit our website www.career.uga.edu and click on the graduate school tab for additional resources and information to help you in your pursuit of higher education