

# What can I do with a major in “Publication Management Journalism”?

## The University of Georgia Career Center

Clark Howell Hall, 706-542-3375, [www.career.uga.edu](http://www.career.uga.edu)  
Journalism, 706-542-4668, [www.grady.uga.edu/](http://www.grady.uga.edu/)



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*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 Publication Management Journalism**

(Source: University of Georgia Bulletin, <http://www.bulletin.uga.edu/>)

The Publication Management emphasis equips students with an understanding of basic operational skills and marketing strategies essential for successful leadership of print and electronic newspapers. The emphasis focuses on entrepreneurial thinking by students desiring to create business models that serve shareholders and also the public's right and need to know, and that produce profit while simultaneously serving as society's watchdog.

### **Research Careers**

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

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

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

Alberta Occupational Profiles [www.alis.gov.ab.ca/occinfo/frameset.asp](http://www.alis.gov.ab.ca/occinfo/frameset.asp) (Click on Occupational Title Search)

\*Please visit the Career Center Library or your Career Consultant for more information or assistance.

### **Possible Job Titles of Publication Management Journalism Graduates**

(\*Jobs secured as reported by UGA Career Center post-graduate survey)

Advocacy Journalism	Editorial Assistant	Publisher
Assistant Media Planner	Foreign Correspondent	Reporter
Blogger	Graphic Designer	Researcher
Communications Specialist	Investigative Reporter	Script Writer
Content Editor	Music Editor	Technical Writer
Content Manager	Photo Editor	Website Editor
Copy Editor	Photojournalist	Writer
Critic	Proposal Writer	
Digital Entrepreneur	Public Relations Professional	
Editor	Publicist	

### **Possible Employers of Publication Management Journalism Graduates**

(\*Jobs secured as reported by UGA Career Center post-graduate survey)

Broadcast News stations  
Government Agencies  
Magazines (online and print)  
Newspapers (online and print)  
Public Relations Agencies  
Non-profit Agencies  
Wire Service and Photo Agencies

### **Career Center Library Resources**

*Top Careers for Communications Graduates* by Checkmark Books

*The Mulligan Guide for Sports Journalism Careers* by J. Mulligan & K. Mulligan

### **Campus Resources**

**Ad Club** - [www.uga.edu/adclub](http://www.uga.edu/adclub)

**Infusion Magazine** - <http://infusion.uga.edu/>

**Magazine Club-UGazine** - <http://ugamagclub.blogspot.com/>

**National Association of Black Journalists** - [www.uga.edu/~nabj](http://www.uga.edu/~nabj)

**Red & Black Newspaper** - [www.redandblack.com](http://www.redandblack.com)

**UGA Yearbook** - [www.uga.edu/pandora](http://www.uga.edu/pandora)

**Society of Professional Journalists** - [www.spj.org](http://www.spj.org)

### **Employment Websites**

**American Society of Newspaper Editors**- <http://asne.org/>

**Ed2010**- [www.ed2010.com](http://www.ed2010.com)

**Editor and Publisher**- [www.editorandpublisher.com](http://www.editorandpublisher.com)

**Journalism Jobs and Internships**- [www.journalism.berkeley.edu/jobs](http://www.journalism.berkeley.edu/jobs)

**Journalism Jobs**- [www.journalismjobs.com](http://www.journalismjobs.com)

**Magazine Publishers of America**- [www.magazine.org](http://www.magazine.org)

**MediaBistro**- [www.mediabistro.com](http://www.mediabistro.com)

### **Additional Resources**

**Association for Women in Communications** - [www.womcom.org](http://www.womcom.org)

**Georgia Press Association** - [www.gapress.org/](http://www.gapress.org/)

**National Newspapers Publishers Association** - [www.nnpa.org](http://www.nnpa.org)

**National Press Photographers Association** - [www.nppa.org](http://www.nppa.org)