

What can I do with a major in “Mass Media Arts”?

The University of Georgia Career Center

Clark Howell Hall, 706-542-3375, www.career.uga.edu

Mass Media Arts, 706-542-3785, www.grady.uga.edu



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 Mass Media Arts

This program is designed to educate students for careers in production, electronic media studies and management. The major provides students with professional courses of study in both the theory and practice of electronic media. Traditional programming, management, sales, and on-air opportunities in television, radio, and film are being supplemented by opportunities in cable, corporate communications, production and post-production, and web and other new communications technologies.

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 (Click on Occupational Title Search)

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

Possible Job Titles of Mass Media Arts Graduates

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

Account Manager	Film Editor	Radio/TV Reporter
Advertising Representative	Lighting Director	Scriptwriter
Assistant Campaign Manager	Marketing Coordinator	Sound Mixer
Audio Operator	Media Specialist	Sports Copy Editor
Broadcast Technician	News Director	Talent Agent
Copyright Specialist	Production Assistant	Tour Coordinator
Digital Media Producer	Program Manager	Traffic Manager
Disc Jockey	Project Manager	Video Production Coordinator
Editorial Assistant	Promotions Writer/Producer	Web Designer
Event Coordinator	Public Relations Associate	

Possible Employers of Mass Media Arts Graduates

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

AdMark Advertising	Firstline Media	Raycom Media
American/National Baseball League	Georgia Carolina Broadcasting	Riverside Productions/Blue Collar TV
Athens Newspaper Inc	Halo Solutions	Sony Pictures Entertainment
Autotrader.com	J. Walter Thompson	Spaulding Communications
BellSouth Corporation	KC Public Relations Firm	The Media Company Inc
CBS	Lucky Duck Productions	thestreet.com
CNN Headline News	National Association of Broadcasters	Turner Network Television
Comcast Cable	Pandem Productions	Viacom Outdoor
Creative Artists Agency	Penguin Putnam Publishers	Walt Disney Company
Creative Sounds Concepts	Public Broadcasting Atlanta	WKEU Radio Station
Digital Insight		WNCT CHANNEL 9

Career Center Library Resources

Careers for Film Buffs and Other Hollywood Types by J. Greenspon

Career Opportunities in TV, Cable, Video, and Multimedia by M. Reed & R. Reed

Ferguson's Careers in Focus: Broadcasting

Ferguson's Top Careers for Communication Graduates

Great Jobs for Communication Majors by B. Camenson

How to Get Into the Entertainment Business by R. Tepper
Peterson's Media Companies 2000
Real People Working in Entertainment by J. Goldberg
Top Careers for Communications Graduates
Vault Career Guide to Media and Entertainment

Campus Resources

Ad Club - www.uga.edu/adclub
Di Gamma Kappa Broadcasting Society - <http://dgk.uga.edu/>
Magazine Club – UGAzine - <http://ugamagclub.blogspot.com/>
National Association of Black Journalists - www.uga.edu/~nabj
Public Relations Student Society of America - <http://www.ugaprssa.org/>
WNEG TV - <http://www.wugatv.org/>
WUOG 90.5FM - www.wuog.org
Society of Professional Journalists - www.spj.org

Employment Websites

Broadcast Employment Services - <http://www.tvjobs.com>
Journalism Jobs - <http://www.journalismjobs.com>
Media Week - <http://www.mediaweek.com>
National Association of Broadcasting - <http://www.nab.org>
Radio Online - <http://www.radio-online.com>

Additional Resources

American Sportscasters Association, Inc - www.americansportscastersonline.com
Broadcast Education Association - www.beaweb.org
Broadcaster Employment Services-TV Jobs - www.tvjobs.com/
Georgia Association of Broadcasters - www.gab.org
Association for Women in Sports Media - www.awsmonline.org
National Association of Broadcasters - www.nab.org
National Broadcasting Society-Alpha Epsilon Rho - www.nbs-aerho.org
Southern States Communication Association - <http://www.scca.net/index.php>