



**MASS  
COMMUNICATION**  
College of Arts and Sciences  
[www.aus.edu/cas](http://www.aus.edu/cas)



Now, more than ever before, the media are an integral part of the human experience and are at the forefront of all aspects of our life, including commerce, education, politics and social change. As mass communication majors, students learn how to be critical thinkers and how to communicate messages using a variety of platforms to deliver information through social media, television, radio and other media platforms. Branches in the field of mass communication include advertising, journalism, public relations, film and television, and digital media.



### Possible Career Options

- Advertising Agency Account Executive
- Client Services Specialist
- Copywriter
- Digital Content Creator
- Digital Journalist
- Digital Storyteller
- Editorial Columnist
- Government Communication
- Infographics Specialist
- Journalist
- Marketing Communications Expert
- Media Relations Specialist
- Media Researcher
- Multimedia Journalist
- Online Content Creator
- Online Editor
- Online Reporter
- Photojournalist
- Podcaster
- Print Editor
- Print Reporter
- Social Media Community Manager
- Social Media Data Analyst
- Social Media Influencer
- Television News Anchor
- Television News Reporter
- Video Editor
- Video Field Reporter



## Possible Employers

- Advertising Agencies
- Design Agencies
- Integrated Marketing Communications Agencies
- Government Agencies
- Newspapers and Magazines
- Online News Sites
- Public Relations Agencies
- Social Media Companies, including Google, Facebook, Instagram, Snap, TikTok and others
- Television and Radio Networks



## Skills Required

- Advertising Copy and Layout
- Blogging
- Copywriting
- Crisis Communication Expertise
- Digital Journalism
- Digital Storytelling
- Field Reporting for Online, Print and Television
- Graphics Creation
- Infographics Creation
- Marketing Communication Campaign Planning and Design
- Podcasting
- Reputational Marketing
- Social Media Analytics
- Video Creation
- Video Editing



## Ways to Get Experience

- Attending alumni meet and greets
- Attending professional conferences and networking events
- Doing an internship
- Volunteering your service to non-profit organizations
- Attending talks by guest speakers from the communications industry
- Working on student publications
- Joining media field visits
- Participating in student media competitions