Major in Mass Communication

Americans consume nearly 11 hours of media per day. It’s more important than ever before to understand how and why we choose the media we do, and how to tailor messages to diverse, global audiences. A major in Mass Communication will provide students with information and guidance to understand our changing media landscape. Students will learn legal, ethical, and transparent principles to better understand and shape the world around them. Our students learn by creating articles for publication, short films, broadcast packages, and press releases. They also learn how to read and engage in research in order to answer important mass communication questions.

Students can choose emphases in strategic communication (and concentrate in public relations or advertising), multimedia journalism, and film, television and audio production. Our curriculum covers the use of new technologies and trends that affect how media professionals work daily. Our students take what they learn in the classroom and apply it to real-world situations such as working with non-profit organizations, campus events, and local businesses, as well as for a variety of different types of media organizations.

Develop Skills

- problem solving
- leadership
- presentation
- research
- design
- critical thinking
- digital media
- editing
- problem solving
- presentation
- critical thinking
- technology
- critical thinking
- collaboration
- oral communication
- research
- presentation
- software
- design
- content creation
- leadership
- data analysis
- communication
- creativity
- collaboration
- written communication

Make an Impact

The breadth and depth of knowledge gained will prepare graduates for a variety of career paths...

- Public Relations Director
- Advertising Sales
- Editor
- Journalist
- Photographer
- Reporter
- Radio Host
- Script Writer
- Publisher
- Television Anchor
- Graphic Designer
- Copywriter
- News Media Director
- Web Content Specialist
- Marketing Specialist
- Consultant
- Digital Editor
- Event Planner
- Fundraiser
- Speech Writer
- Sportscaster
- Videographer
- Information Specialist
- Human Resources Manager
- Multimedia Writer
- Producer
- Public Affairs Specialist
- Campaign Manager
- Technical Writer
- Travel Writer
- Travel Agent
- Advertising Executive
- Film Producer

...the possibilities are endless.
# Explore and Engage with Mass Communication

- Obtain an internship
- Join one of the student media organizations
- Meet with a faculty member
- Meet with a career advisor to discuss your plan
- Gain experience planning and designing for local organizations
- Create a portfolio with design, writing and visual samples
- Talk to your academic advisor
- Connect with alumni via LinkedIn

## Top employers at GC

<table>
<thead>
<tr>
<th>Employer</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Eatonton – Putnam Chamber of Commerce</td>
<td></td>
</tr>
<tr>
<td>Elevate Experiences</td>
<td></td>
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<tr>
<td>Modern Luxury</td>
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<tr>
<td>Sinclair Broadcast Group, Inc.</td>
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<tr>
<td>WMAZ-TV</td>
<td></td>
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</tbody>
</table>

## Considering adding a Minor?

These minors can complement the Mass Communication major

- Rhetoric
- Marketing
- English
- Theatre
- Photography
- Creative Music Media
- Management
- International Studies
- Printmaking
- Graphic Design

## Mean Starting Salary

$42,073*  
*based on NACE First Destinations for the College Class of 2020

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### Department of Communication
Georgia College  
201 Terrell Hall  
Campus Box 32  
Milledgeville, GA  
Phone: (478) 445-8717  
gcsu.edu/artsandsciences/communication

### University Career Center
Georgia College  
110 Lanier Hall  
Campus Box 42  
Milledgeville, GA  
Phone: (478) 445-5384  
gcsu.edu/career

www.gcsu.edu/career/whatcanidowiththismajor

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