What can I do with a major in...

BROADCAST MEDIA

Broadcast Media teaches students the fundamental elements of strategic communications, in addition to preparing them for a career in two specific advertising tracks: Account Management and Creative Advertising.

INDUSTRIES:
Public and private sectors; Government; Entertainment

Salary
$35,028
ENTRY LEVEL

$46,706
MEDIAN LEVEL

Common Job Titles
Broadcast Engineer/Technician
Interpreter/Translator
Film/Video Editor
Technical Writer
Video Producer
Sound Engineer
Public Relations Specialist
Photographer
Blogger
Content Strategist
Social Media Specialist

Skills
Critical Thinking
Active Listening
Operation Monitoring
Speaking
Complex Problem Solving
Judgment and Decision Making
Reading Comprehension
Writing
Active Learning
Time Management
Troubleshooting

Tools
Computer Aided Design (CAD)
Graphics/Photo Imaging
Operating System Software
Electronic mail software
Video creation and editing
Internet browser software
Map creation software
Digital technology

Knowledge
Computer and Electronics
Telecommunications
Communications and Media
Engineering and Technology
Administration and Management
Popular Employers

Alphabet (owns Google)
Walt Disney
Comcast
21st Century Fox
Facebook
Bertelsmann
Viacom
CBS Corporation
Baidu
News Corp

Advance Publications
iHeartMedia
Discovery Communications
Grupo Globo
Yahoo
Time Warner
Microsoft
Time Inc.

Related Occupations

Announcer
Computer Support Specialist
Electrical/Electronic Engineers
Reporter
Telecommunications
News Analyst
Equipment Installers

Advice from professionals is great

Make Connections. It's important for broadcast media majors to network and build relationships when attending professional events. Professional associations allow for networking, mentoring, learning the industry trends and finding career or internship opportunities. Professional associations within the broadcast media industry include:

Professional Associations

The Audio Engineering Society (AES)
Black Broadcasters Alliance (BBA)
The Broadcast Education Association (BEA)
Collegiate Broadcasters, Inc. (CBI)
The International Radio and TV Society (IRTS)
Media Communication Association Int'l (MCAI)
The National Association Broadcasters (NAB)
The Assoc. for Education for Journalism and MC (AEJMC)

Want more information? Go online to ONET/Occupational Outlook Handbook/U.S. News