Bachelor of Arts in Mass Communications/Broadcast-Program & Production

The Mass Communications program emphasizes strategic thinking, persuasive presentations, clear and compelling writing, and the use of appropriate media in professional communications and media distribution. It introduces students to the theories, principles, and practices of professional communications, based on the concept of freedom of information as the cornerstone of constitutional democracy. It prepares students for future leadership roles in professional communications and media.

Entry-Level Positions

Advertising & Promotion Managers
Broadcast News Analyst
Copy Writer
Correspondence Clerks
Editor
Entertainment Agent
Market Research Analyst
Media Buyer
Meeting, Convention, Event Planner
Newscaster
Photo Editor
Public Relations Specialist
Producer
Program Directors
Reporters and Correspondents
Technical Writer

Curriculum Information

Mass Communications/Broadcast News Eight Semester Plan

Positions with a Graduate Degree

Communications Teachers, Postsecondary

Professional Organizations and Related Resources

American Society of Magazine Editors
Newspaper Guild
National Newspaper Association
National Newspaper Publisher Association
National Association of Broadcasters
Online News Association
Association of National Advertisers
American Advertising Federation
Public Relations Society of America

Where else can I find information?

Occupational Outlook Handbook
O*NET Online
USF Career Services