

## 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](#)