Communication and Media Studies Department

Program Objectives

The communication Bachelor of Arts degree program takes a broad view of communication including the examination of face-to-face contexts and mediated ones. The program examines communication theories and their practices including intrapersonal, interpersonal, group, organization, intercultural, gender and family, and mass media. This program embraces a liberal arts philosophy and the emphasis is on critical thinking rather than vocational training.

Set in a liberal arts context, the media studies Bachelor of Arts degree program allows students to study modern media through the application of various theoretical frameworks and skills. Students with an interest in media studies will find the greater Portland area an excellent location for media-related activities and service learning projects. By emphasizing theory and practice, the media studies major challenges the student to analyze and practice the creation, dissemination, utilization, and evaluation of mediated messages.

Degrees & Concentrations Offered

Graduation Planner: usm.maine.edu/advising/degreeplanning
Degree Offered: Bachelor of Arts
Majors Offered: BA in Communication, BA in Media Studies
Minors Offered: Cinema Studies, Communication and Media Studies

Communication and Media Studies Department
Portland Campus, 126 Bedford Street
(207) 780-5972
Web Address: usm.maine.edu/com
Facebook: facebook.com/CMS.Production

Career Possibilities*

Advertising Sales Agents
Advertising, Promotions & Marketing Managers
Announcers
Command and Control Center Officers
Communications Teachers, Postsecondary
Film and Video Editors and Camera Operators
Human Resources Specialists Higher Education Administrators
News Analysts
Public Relations Managers and Specialists
Fundraising Managers
Reporters
Correspondents and Broadcast Speech-Language Pathologists
Sales Managers
Speech-Language Pathology Assistants
Social and Community Service Managers

* Additional education, training or experience may be

Acquired Transferable Skills

Active Listening
Attention to Detail
Critical Thinking
Complex Problem Solving
Dependability
Judgment & Decision Making
Persuasion
Reading Comprehension
Speaking
Written Expression

For more information on transferable skills go to:
usm.maine.edu/community-engagement-career-development/career-tools
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<th>AREA</th>
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| **Public Relations** | Private corporations, Public relations firms, Radio and television companies, Hospitality and tourism industry, Nonprofit organizations | • Take courses in marketing, advertising, public relations, etc.  
• Gain experience through internships  
• Develop excellent writing and public speaking skills.  
• Serve as public relations officer of an organization.  
• Develop a portfolio of writing samples, ad campaigns, and other work. |
| **Nonprofit** | Local/national nonprofit orgs., Community centers, Philanthropies, Hospitals, Religious organizations | • Develop your skills in writing, speaking, budgeting, and grant writing.  
• Obtain leadership roles in campus, church, or community groups.  
• Research the organizations’ values to find a good fit with yours.  
• Consider earning a master’s degree in public administration or non-profit administration. |
| **Government** | 170 departments and agencies in the federal government, Local and state government, Political parties, Legislatures/ elected officials, School districts | • Minor in an applicable interest area such as business, political science, or public administration.  
• Maintain a strong GPA as government programs are very competitive  
• Volunteer to work on a local or national political campaign.  
• Get involved with student government and campus campaigns.  
• Get an internship with a government agency to get a foot in the door. |
| **Higher Education** | Colleges or universities, Two-year & community colleges, Technical schools, Professional schools | • Earn a master’s degree or Ph.D. for teaching  
• Find a mentor in a related field to provide career guidance.  
• Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, orientation, admissions, etc. |

*To learn about these areas and much more visit: whatcanidowiththismajor.com/major • © 2011 What Can I Do With This Major

**Enrichment Opportunities**

- **Internships**: For more information contact the Communications Department. usm.maine.edu/cecd
- **Study Abroad**: For more information contact the USM Office of International Programs. usm.maine.edu/international/study-abroad
- **Clubs & Organizations**: For a complete list of student organizations: webapp.usm.maine.edu/pathways/list
- **USM Corporate Partners**: The USM Corporate Partners are over 350 business people, from nearly 100 companies. usm.maine.edu/corporatepartners

**Helpful Career Links**

- **USM e-Recruiting**: USM’s career network for job and internship searches. usm.maine.edu/community-engagement-career-development/usmcareerconnections
- **O*NET OnLine**: Learn more about a career opportunity by researching it with O*NET. onetonline.org
- **Occupational Outlook Handbook**: Learn more about a career opportunity by researching it with OOH. bls.gov/ooh
- **PROFESSIONAL ASSOCIATIONS To name a few...**
  - Public Relations Society of America
  - National Association of Broadcasters
  - Magazine Publishers of America
  - National Communication Association
  - American Advertising Federation
  - The Association for Women in Communications