UST Career Development Center

WHAT CAN I DO WITH A MAJOR IN...

Communication and Journalism

Communication and Journalism Programs Available at the University of St. Thomas:
Majors: B.A. Communication and Journalism
Minor: Communication and Journalism

Department Website: http://www.stthomas.edu/cj/contact/default.html

Major Overview:

In the Department of Communication & Journalism, we focus on the theory and practice of communication in all its forms – interpersonal, organizational, intercultural, and mass-mediated through advertising, journalism and public relations. We create effective messages with words, images and sounds that are presented as speeches, news stories, documentaries, web sites, and advertising or public relations campaigns. We study the processes by which messages are sent and received so that we understand the effects and meanings of communication. We teach students to think critically, to communicate clearly and accurately, and to consider their personal and professional obligations to serve the common good. We emphasize excellence in communication and journalistic practices that reflect the professional and ethical development of the whole person.

Our students take a core of courses that give them basic competence in writing and speaking, and then work with faculty advisers to select courses that help them specialize in a particular area of communication. All our students end their major with a capstone seminar in Communication Ethics, which ensures they understand how ethical principles apply to all forms of communication and are ready as professionals to work toward the common good. Ultimately, courses in communication and journalism prepare students for a variety of careers in advertising and public relations agencies, in news organizations that publish newspapers, magazines or web sites, in broadcast and digital media operations, in corporate, government, political, advocacy and non-profit organizations, or for graduate or law school.

University of St. Thomas 2012-2014 Undergraduate Catalog

What do UST Communication and Journalism alumni do?

A sample of **entry level** job titles and employers of alumni six to nine months after graduation:

Sample Job Titles: TV News Reporter, Production Assistant, Field Reporter, Communications Specialist, Marketing Insights Specialist, Online Production Assistant, Account Manager, Marketing Manager, Photography Editor, Teacher

Sample Employers: WCCO-TV, Star Tribune, Minnesota Public Radio, General Mills, Target, GreenSpring Media Group, World Press Institute, WKBT-TV News, Delta Sky Magazine, Mcfarland Cahill Communications, Hubbard Broadcasting, The Art Academy

University of St. Thomas 2009- 2011 Post-Graduate Surveys

Additional Opportunities in Communication and Journalism:

Business
Sales
Customer Service
Management
Insurance:
•Underwriting
•Claims Management
•Sales
Real Estate:
•Property Management
•Sales
Human Resources
Training and Development
Labor Relations
Writing/Editing
Corporate Communication
Office Management

Public Relations / Advertising
Public Relations
Advertising
Marketing
Corporate Public Affairs
Investor Relations
Development
Event Coordination
Media Analysis/Planning
Creative Directing
Writing/Editing
Audience Analysis
Public Opinion Research

Newspaper/Magazine/Book Publishing
Reporting
Editorial/Column Writing
Feature Writing
Investigative Journalism
Sports
Online Journalism
Photojournalism
Editing
Proofreading
Design, Art, and Production
Circulation
Marketing/Promotion
Production

Electronic Media
Television
Radio Programming/Production
Electronic Publishing
Video Production

Government
City or Town Management
Community Affairs
Campaigning
Legislative Assistance
Public Information
Research
Lobbying
Conflict Negotiation
Program Administration
General Services
Social Services
Foreign Service
Legislative, Executive, or Judicial Services

Law
Prosecution
Defense
Litigation
Contractual
Corporate
Nonprofit or Public Interest
Mediation
Lobbying

For more information including potential employers and employment strategies visit
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