What you can do with your Journalism & Mass Communication Major

Major Skills:

**Mediated Communication**
You use a wide variety of media, including print, broadcast, digital and social, to inform and persuade purposively, responsibly and ethically.

**Verbal Communication**
You inform and persuade others in different arenas including politics, health, marketing, science, sports & entertainment.

**Creative Thinking**
You learn to develop new and creative arguments and viewpoints.

**Critical Thinking**
You define and analyze problems, considering a range of alternative points of view and evidence, identify factors that contribute to outcomes and make connections.

**Research & Data Analysis**
You cull and synthesize information, evaluate information in its context, and use appropriate techniques and tools to analyze data and information.

**Decision Making**
You make decisions within an ethical, legal, economic, social and global framework.

**Leadership & Teamwork**
You manage projects and participate in ways that builds collaborative relationships with peers representing diverse backgrounds and viewpoints and work within a team structure and negotiate and manage conflict.

**Supplement Your Skills With:**

- Participation in Media & Student Organizations
- Leadership & Teamwork
- Internships and/or Part-Time Work
- Career & Self-Development
- Experience Fostering Equity & Inclusion

**Chart Your Path Forward**

- **Activate Your Handshake Account**
  for connections to jobs, internships, employer & alumni networking.

- **Explore Career Communities**
  to discover a wide variety of fields where you can turn your major into success.

- **Get Specialized Career Advising**
  from Pam Garcia-Rivera (pgarciarivera@wisc.edu) for connections to alumni & employers.
Frequent Alumni Job Titles:
1. Business Owner/Founder/Principal
2. Chief Executive Officer
3. Communications Director
4. Account Executive/Manager
5. Partner
6. Attorney
7. Marketing Director/Manager
8. Communications Manager
9. Content Director
10. Vice President
11. Development & PR Director
12. Content Manager
13. Digital Marketing Manager
14. Executive Director
15. Director of Sales & Marketing
16. Editor
17. Brand Manager
18. Creative Director

Top Employers of Alumni:
Media
- ESPN
- Milwaukee Journal Sentinel
- The New York Times
- Wisconsin State Journal

Information Tech
- Amazon
- Epic
- Google

Agencies
- Bader Rutter
- BVK
- Hiebing

Finance
- American Express
- Ameriprise Financial Services
- CUNA Mutual Group
- Northwestern Mutual

Healthcare
- Aurora Healthcare
- Exact Sciences
- UnitedHealth Group

Recent Grads’ Career Plans:
89% Employment
8% Continuing Education or Grad School
1% Volunteer/Service Program
2% Other

Industry of Employment:
1. Media
2. Marketing
3. Information Tech
4. Arts & Entertainment
5. Education
6. Consumer Goods
7. Healthcare
8. Finance
9. Government
10. Non-Profits

Where Alumni Live & Work:
31% Wisconsin
14% Illinois
9% New York
8% California
6% Minnesota
32% Other (incl. international)

“SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a few suggestions for where you can start.

Not inspired by these options? Visit SuccessWorks to explore more widely.