

Electronic Media| Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning. Embark on your first year by joining a community of learning in TXST Society of Professional Journalists. Explore majors with a MyMajors assessment. Take advantage of the Student Learning Assistance Center (Tutoring).	Meet with the College of Fine Arts and Communications Advising Center for questions about your major. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Share your knowledge as a Peer Mentor or Tutor at SLAC. Explore Campus Resources for academic and personal support. Meet with a faculty mentor to select an undergraduate research opportunity.	Check your Degree Audit & meet with your academic advisor. Explore next steps including a potential MA in Mass Communication. Complement your degree with a micro credential. Meet with a faculty mentor or peer advisor. Complete a capstone project related to major.
EXPAND your personal and social development	Review your degree plan for courses that include the Service-Learning Excellence program. Expand your student experience by following Bobcat Update for the latest in student media coverage. Find additional events and organizations through the Bobcat Organization HUB. Be part of our Living Learning Community.	Sharpen your leadership by finding a space at KTSW 89.9 The Other Side of Radio. Consider the School of Journalism and Mass Communication's specially tailored study abroad and Study in America programs led by faculty. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives. Participate in The Big Event to give back to the regional community. Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community.	Select a service activity through Student Involvement to give back to the area community. Seek out a leadership role with the Leadership & Service program. Attend a Student Government Senate meeting to contribute to the TXST community. Attend financial literacy workshops (e.g., budgeting, student loans, taxes).
ENRICH your practical competence	Connect your schedule to the SJMC calendar each year to attend MassCommWeek and more. Explore the TXST One Stop for more information about the scholarships provided to new and continuing students. Attend an IDEA Center workshop to learn more about undergraduate research.	Learn the SJMC internship policies before taking the major's internship course. Take advantage of the activities and opportunities in the Media Innovation Lab. Attend a conference related to your major (get recommendations from a faculty) or your student organization. Review micro internship opportunities for professional development in which you learn and earn.	Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills. Attend a professional conference, such as (department recommendation). Deliver a presentation in a student conference, workshop, seminar or community organization.
ELEVATE your career and professional life	Complete your Career Assessments, such as Focus2. Create your Handshake profile. Create your LinkedIn profile and connect with colleagues and leaders. Develop and review your resume with Career Services. Complete a job shadowing experience or informational interview with a professional in the field of your career interest with Career Services.	Develop your resume with the help of the professionals at Career Services. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Prepare to ace your job interviews with Career Services or your academic department.	Develop a full-time employment or graduate school plan with Career Services. Attend employer info sessions at Career Services. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

- Think critically
- Analyze and solve problems
- Communicate clearly and effectively
- Apply legal and ethical principles in decision making
- Conduct basic research for news and sports stories
- Edit video and audio using digital applications

[See more marketable skills for this major](#)

Career Opportunities

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|-----------------------|-------------------|
| Assignment editor | Disc jockey |
| Film editor | Newscaster |
| Production management | Sports director |
| Broadcast technician | Editor |
| Floor manager | Producer |
| Program director | Station manager |
| Critic | Engineer |
| Lighting director | Production design |
| Scriptwriter | Video producer |
| Director | |
| News director | |
| Sound mixer | |

Experiences in Electronic Media

The electronic media major empowers students to navigate the dynamic media landscape and skillfully craft messages that resonate with various audiences. Students go beyond learning the mechanics of electronic media, to innovate in the areas of TV news, video communication, broadcasting, hosting entertainment programs, sharing insights on radio or television, sports media and more. Students may participate in faculty-led study abroad or Study in America trips, learn with peers in Living and Learning Communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience. This undergraduate program is accredited by the Accrediting Council on Education in Journalism and Mass Communications. An optional concentration in sports media is available.