

Mass Communication | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with your Fine Arts and Communication Advisor to develop your academic plan. Embark on your first year with the SJMC Living and Learning Community. Explore majors with a MyMajors assessment. Take advantage of the Student Learning Assistance Center (Tutoring).	Meet with the College of Fine Arts and Communication 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 Digital Media Communication. Complement your degree with a micro credential from Alkek One. Consider adding a skill from the TXST Coursera Career Academy. 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. Begin expanding your student experience by joining an SJMC student organization. Be part of our Living Learning Community. Find additional events and organizations through the Bobcat Organization HUB.	Sharpen your leadership by joining one or more of the Immersive Courses at SJMC. Consider the School of Journalism and Mass Communication's specially tailored Education 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. Sharpen your leadership by finding a position at The University Star or KTSW89.9 The Other Side of Radio. 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

Demonstrate an in-depth understanding of the effects of the Internet and related technologies on the fields of journalism, interactive advertising and public relations, search engines, personal branding, social networking and mobile platforms

Demonstrate an in-depth understanding of the foundations and major principles of mass media

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

Experiences in Mass Communication

The mass communication program develops foundations in media and communication principles, critical thinking, and adaptability. Students develop research methods and analysis skills that can be applied to different fields, including law, academia, and the professional sector. Coursework also covers strategic communication within behavioral and psychological contexts. 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.

Career Opportunities

Programming

Producing

Promotion

Editing

Directing

Management

Webcasting

Podcasting

Sales and marketing

Administration

Social media strategy

Blogging

Copy writing

Community management

Education in mass communication

Digital communication