

Lander University's College of Arts & Humanities - Department of Mass Communication & Theatre offers a Bachelor of Science degree.

MASS COMMUNICATIONS — MASS COMM. EMPHASIS

Mass communication covers a wide area, comprising of closely related fields of advertisement, communication and public relations. Almost all kinds of establishments whether business, government or political are availing of services, offered by these industries, therefore an encouraging sign for those looking ahead to making a career in mass communication.

Opportunities for placement in diverse fields of mass communication are available in publishing houses, radio and television companies, corporate world, entertainment industry, media industry, advertising agencies, public relations agencies, government organizations, etc.

Career Titles

Some of these positions may require additional education or training above a Bachelor's Degree.

Administrator	Market Research Analyst
Advertising Account Executive	Media Buyer
Advertising Copywriter	Media Specialist
Campaign Manager	Museum Director
Claim Adjuster/Examiner	Newspaper/Magazine
Community Relations Director	Proofreader
Compensation Benefits	Public Administrator
Consumer Advocate	Public Relations Specialist
Convention Organizer	Public Service Announcement Director
Cooperative Extension Agent	Radio/TV Announcer
Customer Service Representative	Recreation Coordinator
Editor	Event Coordinator
Elected Official	Sales Representative
Fundraising Coordinator	Screen/Television Script Writer
Greeting Card Writer	Social Worker
Human Resources Administrator	Speech Writer
Information Scientist	Speech Pathologist
Insurance Agent/Broker	Teacher
Journalist / Reporter	Television/Film Director or Producer
Lawyer	Television/Film Producer
Legislative Aide	Travel Agent
Lobbyist	Writer/Author
	Writer/Communicator

Employment Settings

Advertising Agencies	Law firms
Book publishing corporations	Local, state & federal government
Colleges & Universities	Newspapers & Magazines
Consulting Firms	Political Parties
Corporations	Public & Private Schools
Community Centers	Public Relations agencies
Film industry	Public interest organizations
Freelance	Print & Electronic Media
Government agencies	Radio & Television stations
Hospitality & Tourism industry	Retail Stores
Internet sites	Real Estate agencies

ONLINE RESEARCH

Public Relations, Advertising and General

- [Jobs in PR](#) - a really excellent site for job listings!
- [Public Relations Society of America Job Search Page](#)
- [Ketchum opportunities](#) lists various jobs in PR, advertising and consulting
- [Public Relations Job Postings: Employment Websites Sorted by Industry](#)
- [PRWeekjobs.com](#) - requires free registration.

Writing /Editing

- [Job Listings for Artists and Writers - Artist Resource](#)
- [Job Board](#) - a great site for copy editor positions.
- [Yahoo! Groups : ACESjobs](#) -jobs from the American Copywriters' Association
- [McClatchy Company careers](#) -This page contains career information and links to job openings at specific newspapers from one of the largest news publishing firms.
- [JournalismJobs.com - The Job Board for Media Professionals](#) -Lists several types of jobs in several types of media

Publishing

- [Magazine Publishers of America](#) - check this out!
- [Job Opportunities in Publishing](#) - job opportunities of the book publishing member organizations.
- [AAUP - Job Listings](#)- jobs from the American Association of University Presses - a wonderful list.
- [Employment Opportunities at Random House](#)
- [Hearst Magazines](#)
- [Publishers Weekly Job Listings](#) -helpful list of many types of jobs.
- [Career Opportunities](#) at Houghton Mifflin Publishers

Broadcasting

- [SCBA](#) – South Carolina Broadcasters Association - <http://www.scba.net/>
- [National Association of Broadcasters](#) -NAB- Career Center Job Search
- [TVandRadioJobs.com Listings](#)
- [RADIO ONLINE](#)
- [CPB at Work -- Jobline](#) -Corporation for Public Broadcasting jobs
- [Television Jobs](#)
- [Welcome to MediaLine](#) -You have to register to access jobs, but it is free and worth the time.
- [Radio & Records Job Opportunities](#) -jobs in radio and records
- [NewsLink B Roll Online](#) - the television news photography web site.