

Careers for Media and Communications Majors

There are a great many career fields which build on studies in Media and Communications. In exploring options, reflect on the skills you have developed through your major, the ones you prefer using and the careers which are most strongly related.

What skills and knowledge do I develop by studying Media and Communications?

A major in Media and Communications offers students foundational knowledge for the 21st century. It equips students with a critical understanding of the constantly changing global media environments and technologies, and provides core research and professional skills valued across a range of media sectors.

As part of the Media and Communications major students will:

- develop a comprehensive overview of the media's place in today's society, economy and culture, with an emphasis on the Asia-Pacific region;
- be provided with the fundamental written communication skills required by successful journalists and other media professionals;
- achieve an understanding of new communication technologies and their impact on the fast changing global media environment;
- be trained to think across media—a skill of increasing importance for the next generation of media professionals and media researchers.

What careers build on these skills and knowledge?

The table below lists a range of careers which make use of studies in Media and Communications. The list is not definitive – depending on your own interests and experiences, there may well be other ways to build on your major.

More information on these career fields is available at:

http://careers.unimelb.edu.au/student/online_career_tools/exploring_your_options
(Career Exploration - Career Links by Degree – Arts)

Next Steps

The table also provides some information about 'next steps' ie what you might need to do to start a career in the particular field, specifically whether graduate study is required or whether immediate employment is possible.

There are two employment types for Bachelor graduates:

- Positions available in the general job market
- Graduate Employment Programs (GEPs)

Graduate Employment Programs are only offered by some employers – generally large commercial organisations and government. Graduate Employment Program positions are jobs which include a substantial component of training and development. Recruitment for these programs takes place early in the year (around March-May). Final year tertiary students and recent grads can apply. For some of the career areas discussed, Graduate Employment programs are available.

For more information on Graduate Employment Programs:

http://careers.unimelb.edu.au/student/find_a_job/professional_and_graduate_work

Career field	Employment setting	Next Steps: Employment and/or graduate study
Journalism	Media organisations (television, radio, online and print), news agencies, and organisations that employ their own journalists—e.g. the AFL and others	Graduate study – Journalism Cadetships – prospects enhanced by relevant work experience eg Arts Internship subject
Public Relations and Communications (including media relations/advising)	Public relations consultancies; ‘In-house’ communications – government, corporate, NGOs Events management and coordination in large businesses or other organisations, also festivals	Some GEPs with large corporates for Media and Communications majors or Career entry with BA (eg Communications Assistant) - prospects enhanced significantly by relevant work experience eg Arts Internship subject, or Graduate study – Public Relations, Communications
Government research and policy work (including speech writing)	Researcher, policy advisor, speech writer	Government GEPs prospects enhanced by relevant internship or Graduate study eg Public Policy, Public Administration.
Media Monitoring and Analysis	Media consultancies, ‘Think tanks’, government organisations	Career-entry possible with BA (eg Marketing Assistant) - prospects enhanced by relevant work experience eg Arts Internship subject
Advertising	Advertising agencies, In-house advertising positions for large businesses	Career-entry possible with BA (eg Account Coordinator) - prospects enhanced by relevant work experience eg Arts Internship subject; and/or Graduate study - Advertising

Marketing	Marketing consultancies, 'In-house' marketing departments	Career entry possible with BA (eg Marketing Assistant) - prospects enhanced by relevant work experience eg Arts Internship subject, and perhaps Marketing breadth subjects; and/or Graduate study - Marketing
Writing, editing and publishing	Publishing houses, literary journals, writing books, writing articles on a freelance basis	Career entry possible with BA (e.g. editorial assistant), graduates have gone on to positions as editor, assistant editor, etc.—prospects enhanced by internships while studying, also by editing student magazine, and/or diploma of Publishing and Communications (for examples of our graduates who have written books, or worked as freelance writers, see the work of Anthony Roberts and Doug Hendrie).
Teaching/ Educating	Primary and Secondary schools, private and government systems, also TAFE (Technical and Further Education) Universities	Graduate study – Teaching (secondary teaching requires studies to cover 2 'learning areas' – refer to guidelines – Master of teaching site) <i>Note: teaching 'Media' requires some production skills which can be acquired through short courses</i> Graduate research study path – Honours/Masters/PhD
Research (academic)	Universities, research institutes	Graduate research study – Honours/ Masters/PhD (Research Assistant roles require Honours minimum)

What other careers could I consider?

Media and Communications majors may also pursue careers which are not directly related to the study of Media and Communications but make use of transferable skills and/or pick up on other interests.

- **Careers via graduate study** – many careers are available via graduate study which is accessible to Bachelor of Arts graduates; these include both Arts-

related careers eg Information Management/Librarianship, International Development; and careers in more diverse fields such as Urban Planning, Nursing, Information Systems, Accounting.

- **Careers via Graduate Employment Programs** - in addition to government, some other large organisations have programs open to all disciplines where graduates are generally recruited for general management careers. Some management consultancies also consider applicants from all disciplines. Opportunities are advertised (generally early each year) on *Careers Online*, and graduate recruitment sites eg Graduate Opportunities, GradConnection.

Where can I find out more?

Further information on career areas:

http://careers.unimelb.edu.au/student/online_career_tools/exploring_your_options

(Career Exploration - Career Links by Degree – Arts)

Other discussions about what you can do with a major in Media and Communications:

- University of Tennessee <http://whatcanidowiththismajor.com/major/majors/>
- University of Victoria, Wellington, New Zealand:
www.victoria.ac.nz/st_services/careers/Resources/career_publications/career_view/index.aspx

Professional Associations:

Media, Communications and Cultural Studies Association:

<http://www.meccsa.org.uk/>

For other related associations:

http://careers.unimelb.edu.au/student/online_career_tools/exploring_your_options

(Career Exploration – Professional Associations by Degree - Arts)

Graduate study at University of Melbourne:

<http://futurestudents.unimelb.edu.au/courses/graduate>

<http://graduate.arts.unimelb.edu.au/>

<http://government.unimelb.edu.au/>

Researching courses which are not offered at Melbourne: www.myfuture.edu.au