

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.



Research & Data Analysis

You cull and synthesize information, evaluate information in its context, and use appropriate techniques and tools to analyze data and information.



Verbal Communication

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



Decision Making

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



Creative Thinking

You learn to develop new and creative arguments and viewpoints.



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.



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.

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 (pgarciaivera@wisc.edu) for connections to alumni & employers.

Get Started: successworks.wisc.edu

Put your Journalism & Mass Communication major to **WORK**

Common Alumni Job Titles

- Account Executive/Manager
- Attorney/Partner
- Brand Manager
- Business Owner/ Founder/ Principal
- Communications Director/ Manager
- Communications Specialist
- Consultant
- Copywriter
- Creative Director
- Digital Marketing Manager
- Editor
- Executive Director
- Marketing Director/Manager
- President/Vice President
- Project Manager

Common Employers of Alumni

- Accenture
- Amazon
- American Family Insurance
- Associated Bank
- AT&T
- Bader Rutter
- BVK
- Epic
- Google
- Hiebing
- Northwestern Mutual
- Publicis Groupe
- Target
- TruStage
- University of Wisconsin-Madison
- US Bank
- US Department of State
- Wisconsin Foundation & Alumni Association
- Wisconsin Public Radio



Recent Grads' Career Plans

- 87%** Employment
- 11%** Continuing Education or Grad School
- 1%** Volunteer/Service Program
- 1%** Other

Industry of Employment

1. Media, Arts & Entertainment
2. Information Technology
3. Education
4. Marketing
5. Healthcare
6. Finance
7. Non-profit
8. Government
9. Retail & Hospitality
10. Legal

Where Alumni Live & Work

- 29%** Wisconsin
- 14%** Illinois
- 10%** New York
- 9%** Minnesota
- 8%** California
- 30%** Other



"I learned how to quickly gather information and present it in a clear and accurate manner. That attention to detail has helped me stand out to both readers and sources. The focus on real-world reporting taught me how to forge connections with all kinds of people, which is crucial in news no matter what you're covering."

Cara Lombardo, 2016
Mergers & Acquisitions Reporter
The Wall Street Journal
New York, NY



"My major taught me storytelling through data. My role consistently requires me to find tangible, credible facts by analyzing business figures and pull out a larger narrative for my clients. This helps me guide data-lead conversations with my clients that are concise, actionable and make a difference with their business KPIs."

Zachary Zaban, 2011
VP, Global Data & Technology Director
Publicis Groupe
New York, NY

Career Communities for Journalism & Mass Communication Majors

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.

- Communications, Media & the Arts
- Government, Policy, International Affairs & Law
- Technology, Data & Analytics
- Non-Profit & Education

successworks.wisc.edu