

B.A. Journalism | Major Map

2022 GRADUATE CAREER OUTCOMES

Based on information from 100% of graduates

100% Secured Employment

100% Admitted Into Graduate School or Professional Program

POPULAR CAREERS

- **Newspaper Publishing:** reporter, editor, investigative journalist, correspondent, proofreader & copy marker
- **Electronic Media:** radio programmer, video producer, broadcast journalist, social photographer
- **Magazine/Newsletter Publishing:** advertising agent, sales representative, photojournalist, sports writer
- **Public Relations:** account coordinator, social media director
- **Book Publishing:** publicist, poet, creative writer
- **Writing:** biographer, science & medical writer
- **Education:** teacher, researcher, public advertiser
- **Law:** prosecutor, defense attorney, mediator, lobbyist

POPULAR EMPLOYERS

Newspapers, online publishers, academic journals, consumer magazines, university presses, school districts, colleges & universities, advertising agencies, public relations departments, television stations, radio syndications

SIGNATURE EXPERIENCES

• Internships

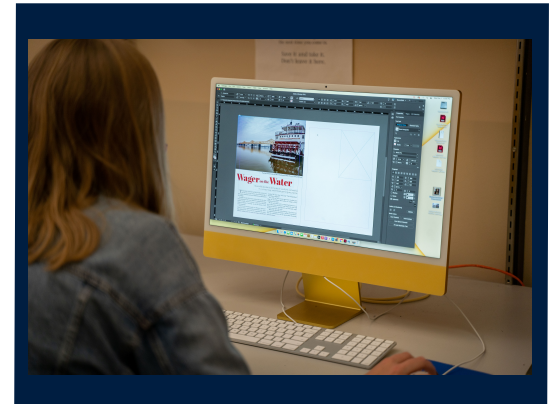
- Avera Health
- Sanford Health
- 605 Magazine
- Aberdeen Magazine
- Argus Leader
- The Hood Magazine
- KELOLAND News
- Dakota News Now
- South Dakota Public Broadcasting
- Agri-Pulse Newsletter
- EmBe

• Example Research Topics

- Journalism in South Dakota: How a Lively Present Points to a Promising Future
- Post or Perish: How College Newspapers are Moving Online
- How Guatemalan Women Uphold Community, the Environment, and Culture Under the Oppression of Patriarchal Culture and International Corporations

• Study Away

- Browse the list of current offerings at augie.edu/StudyAwayPortal, and contact the IPO to discover opportunities related to your vocational goals.



WHY STUDY JOURNALISM?

Professional journalists and educators agree that the best preparation for a career in journalism is a program of specialized courses taken together with the liberal arts. The journalism program combines strong offerings in journalistic skills, theories and participation with a general education curriculum providing broad knowledge required of a reporter, writer or editor. The skills and knowledge gained as a journalism major can also be applied to other areas of academic interest — making journalism an ideal secondary major for students working in natural science, government, economics and fine arts. Graduates of the journalism program can expect to find careers not only in the fields of writing and editing, but in public relations, law, civil service and education.

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FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in ENGL 200 and JOUR 115.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).
- Join *The Mirror* and/or *Edda* staff and write for the campus newspaper and/or yearbook.

- Explore minors or elective credits that interest you.
- Contact the Student Success Center to declare any second majors or minors.
- Engage in research, and present your work at the annual research symposium.
- Enroll in required journalism courses.
- Apply for the Lutheran College Washington Semester (LCWS).
- Study away with faculty-led trips during January Interim (J-Term) or other school breaks.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Enroll in JOUR 395 and obtain a credit-bearing internship.
- Graduate with honors through the Alpha Xi Mu chapter of Sigma Tau Delta.
- Create an online portfolio to showcase writing samples.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account, and participate in campus activities and organizations.
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.
- Explore possibility of becoming a tutor for the Writing Center.
- Submit creative works to *Venture*, Augustana's literary journal.

- Attend the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment.
- Participate in the alumni mentor program.
- Consider elite scholarship opportunities, such as the Fulbright, Rhodes or Truman.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- During the summer, take standardized exams (e.g., GRE), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry & Government) and Teacher Job Fairs.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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