

# B.A. Media Studies | 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

- **Social Media Management:** content planner, blogger, customer service associate, social photographer
- **Internet:** webcast producer, podcaster, web designer
- **Video Production:** movie director, videographer
- **Radio:** news reporter, programming director
- **Television:** sportscaster, weather forecaster
- **Entertainment Marketing:** event planner, sales agent
- **Public Relations/Advertising:** audio analyst, event coordinator, public affairs official
- **Media:** writer, editor, publisher, broadcaster
- **Education:** teacher, journalist, mass communication director, script writer, market researcher

## POPULAR EMPLOYERS

Public relations firms, marketing agencies, Internet-based companies, nonprofit organizations, colleges & universities, post-production companies, National Public Radio, record labels, sports teams, publishing firms, tourism agencies, movie & television industry

## SIGNATURE EXPERIENCES

### • Internships

- 605 Magazine
- Epicosity
- KARE 11 News
- KELOLAND News
- KMTV
- Lawrence and Schiller
- Mud Mile Communications
- Sanford Pentagon
- South Dakota Public Broadcasting
- Saint Paul Neighborhood Network
- Sioux Falls Sunfish
- USA Today

### • Example Research Topics

- A Self-Feeding Cycle: How U.S. Media's Violent Portrayal of Prison Inhibits Ethical Reform
- The Anti-Diet Movement: Rejecting Diet Culture to Promote True Well-Being
- Gordon Ramsay's Neoliberal Instruction on Hegemonic Masculinity
- Witness to Myself: Experiencing the Self Online

### • Study Away

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



## WHY MAJOR IN MEDIA STUDIES?

Media studies explores the social, historical, political and cultural aspects of the media, while developing an understanding of its aesthetics, production and social influence. Further, a deep understanding of new media processes is important for effective citizenship in a digital age where students will face myriad opportunities to consume, interpret and create mediated messages. Courses in the media studies major will prepare students to succeed, regardless of how the latest media technology develops. Graduates will be well suited for graduate school, as well as a variety of careers in film, television, radio, public relations/advertising, marketing, journalism and more.

## 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 MDST 110 & 220 and COMM 260.
- 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).
- Courses are offered on a rotating basis; consult with your faculty advisor.

- Enroll in additional major courses as offered.
- 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.
- Begin MDST 395: Internship.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Enroll in additional major, minor and elective credits as needed to complete your degree.

### ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Participate in campus organizations such as the Public Relations Student Society of America (PRSSA), The Writer's Guild or Augustana Collaborative Theatrical Society (ACTS).
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.
- Engage in career confirmation by completing micro-internships.
- Join the Augustana newspaper, the *Mirror*.
- Work in Studio 47, Augustana's state-of-the-art studio for recording and podcasting.

- 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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