Potential Careers

NMU’s Media Production & New Technology Program prepares students for employment in the following careers:

Occupations:
- Cable television
- College or University TV or Radio Station
- Corporate or Instructional Video
- Employee Communications
- Motion Picture Companies
- Recording studios
- Sales

Additional Resources and Info

What To Do With A Major In...

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
www.nmu.edu/acac

Communication & Performance Dept
203 Thomas Fine Arts
906-227-2045
www.nmu.edu/caps

For Job Search, Resume and Career Information:
Career Services
3302.3 C.B. Hedgcock
906-227-2800
www.nmu.edu/careers

For Information about NMU Student Organizations Associated with this Major Contact:
Center for Student Enrichment
1206 University Center
906-227-2439
www.nmu.edu/cse

Internet Resource Links:
- www.careers.org
- www.careerresource.net

For Career Information with National Organizations:
- www.nab.org National Association of Broadcasters
- www.sbe.org Society of Broadcast Engineers
- www.smpte.org Society of Motion Picture and Television Engineers (SMPTE)

Current as of Fall 2015
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AC The Academic & Career Advisement Center

Media Production and New Technology
Media Production & New Technology

Would you like to do behind the scenes work on a movie or in a recording studio? Enjoy the opportunity to work with different groups of people every day? How about being involved in producing a movie or a CD? If so, then the Media Production and New Technology major may be for you.

NMU offers this major through the Communication and Performance Studies department. As a student, you will take courses emphasizing the operation of different production equipment. Students will use professionally-equipped studies to learn concepts and apply them to create award-winning media content. These studios include professional audio and video equipment utilizing the latest digital technology such as Digidesign ProTools, Final Cut Pro and Trinity. Students will also be introduced to many different areas of media production, such as: audio production, studio TV production, writing, and announcing for broadcast.

Skills and Competencies

A person in this major should be able to work well under pressure with the ability to meet constant deadlines. They should not expect to work a regular 40-hour week. A person interested in this major should have a high proficiency in writing and speaking. Clarifying, questioning and responding skills, in addition to good listening skills are essential for a career in Media Production and New Technology. The ability to operate a wide range of audio and video machines is essential as well.

Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with liberal studies and graduation requirements.

Major Core
- SP 110 Interpersonal Communication (4 cr.)
- BC 165 Introduction to Mass Media (4 cr.)
- BC 265 Writing and Announcing for Broadcast (4 cr.)
- BC 271 Audio Production (4 cr.)
- BC 272 Television Production (4 cr.)
- BC 470 Mass Communication Law (4 cr.)
- BC 473A Advanced Media Production-Audio (4 cr.) or BC 473F AMP-Field TV Production (4 cr.) or BC 473M AMP-Multimedia (4 cr.)
- BC 473W AMP-Script Writing (4 cr.)
- BC 471 Mass Communication and Society (4 cr.) or BC 420 Global Communication (4 cr.)
- Broadcasting Electives (8 cr.) (300-level or higher)
- BC 491 Broadcast Practicum (1-4 cr.) or BC 492 Internship in Broadcasting (1-8 cr.)

Any minor except Electronic Journalism or Media Studies is acceptable.

Detailed course descriptions can be found at www.nmu.edu/bulletin.

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

Additional Considerations

Media production jobs can be found in virtually any city but the most highly paid and most specialized jobs are going to be found in New York City, Los Angeles, Chicago, Nashville, and Washington, D.C.

Additional education and experience will be required.

Job Outlook

Starting salaries are contingent upon geographic location and individual work experience.