Potential Careers

NMU’s Multimedia Journalism Program prepares students for employment in the following careers:

Occupations:
- Assignment Editor
- Editor
- Magazine Writer
- News Producer
- Newscaster
- Photojournalist
- Sportscaster
- News Reporter: Web, TV, Print, Radio and Sports
- Reporter: Web, TV, Print and Radio
- Web Content Producer
- Web Development Associate
- Web Journalism

Additional Resources and Info

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

Communication & Performance Studies Department
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

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Provided by:
The Academic & Career Advisement Center
Multimedia Journalism

Are you interested in broadcasting? Have you worked with school or local papers or news stations? Are you a good public speaker? Would you like to be a reporter? Maybe you should look into NMU’s new Multimedia Journalism major.

Multimedia Journalism is a new major at NMU and it’s designed to give students updated knowledge that will allow them to be more versatile and consequently more valuable when entering the job market. This major is for students seeking careers in the news industry. In it, students are taught how to research, write, shoot, edit, and produce news stories for electronic media (radio, TV and the Internet). Students are also taught leadership and responsibility through study of communication ethics and law. The course work is integrated with “live” student-produced newscasts.

Students graduating with a degree in multimedia journalism will be able to pursue traditional new media jobs and nontraditional positions like web development associate, web producer and other job titles yet to be created in this rapidly changing career field.

Introductory courses of interest: EN 217 Newspaper Writing and Reporting, BC 200 Intro to Multimedia Journalism and EN 406 Advanced News Writing or EN 407 Feature Magazine Writing.

Skills and Competencies

As in most other fields, strong interpersonal communication and organizational skills are a must for any professional. Some other valuable skills and competencies specific to the profession in the multimedia journalism area include technical skills, problem solving and quick thinking.

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.

Multimedia Journalism Core
- BC 200 Intro to Multimedia Journalism (4 cr.)
- BC 300 Advanced Multimedia Journalism (4 cr.)
- BC 470 Mass Communication Law (4 cr.)
- EN 217 Newspaper Writing and Reporting (4 cr.)
- EN 406 Advanced News Writing (4 cr.) or
  - EN 407 Feature Magazine Writing (4 cr.)
- BC 491 Practicum (2 cr.) or
  - BC 492 Internship (2 cr.)
- EN 480 Practicum (2 cr.) or
  - EN 491 Internship (2 cr.)

Major Electives
Choose two 4 credit courses with one being 300-level or higher (8 cr.):
- AD 234 Computer Art: Motion (4 cr.)
- BC 165 Introduction to Mass Media (4 cr.) or
  - EN 206 Survey of Journalism (4 cr.)
- BC 310 Sports and Special Events Programming (4 cr.)
- BC 473M AMP-Field Television Production (4 cr.)
- BC 480 Media and Politics (4 cr.)
- EN 303 Technical and Professional Writing (4 cr.)
- EN 306 Journalism Editing and Design (4 cr.)
- EN 327 Opinion Writing (4 cr.)
- EN 406 Advanced News Writing (4 cr.)
- EN 407 Feature and Magazine Writing (4 cr.)
- EN 495 Special Topics (1-4 cr.)

Recommended Liberal Studies Courses
- EN 211 College Composition II (4 cr.)
- PS 101 Introduction to Political Science (4 cr.)
- PS 105 American Government (4 cr.)
- SO 113 Social Problems (3 cr.)
- EC 101 Introduction to Economics (4 cr.)
- MA 171 Introduction to Probability and Statistics (4 cr.)
- CS 101 Web Site Construction (4 cr.)

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 are 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

Experience in specific fields greatly increase chances of employment. Take advantage of any hands-on work and internships. Any opportunities, even if unpaid, will benefit your portfolio in looking for future work.

The jobs listed require you to express your ideas clearly and logically. A true passion for writing is a must, and any familiarity of electronic instruments is helpful.

Job Outlook

Starting salaries are contingent upon geographic location and the individual applicant’s work experience and initiative, and usually range from $20,000 to $50,000. The growth of this field is expected to be as fast as average, with growth around 10%