Mass Communication
BACHELOR OF SCIENCE (B.S.)

There are employment opportunities in a variety of sectors:

- Advertisement
- Audio/Video Specialist
- Broadcaster
- Commercial Photographer
- Creative/Art Designer
- Drone Photographer
- Filmmaker
- Fine Art Photographer
- Graphic Designer
- International PR Specialist
- Journalist
- Logo Designer
- Multimedia Specialist
- News Editor/Writer
- Photojournalist
- Portrait/Wedding Photographer
- PR Agent
- Reporter
- Speech Writer
- Science Outreach Specialist
- Social Media Content Photographer
- Studio Product Photographer
- Radio Announcer
- Web Designer

GAIN REAL-LIFE EXPERIENCES by taking up an internship.

JOIN A CAMPUS ORGANIZATION: Campus organizations help majors and minors get extracurricular experience in their fields of study and network with other students.

GET A CERTIFICATE in journalism, photography, or social media.

A MINOR/EMPHASIS IS REQUIRED: Minor in integrated media, sports media, public relations, science communication, photography, or graphic communication.

Mass Communication students will explore visual-design, photographic image-making, written, broadcast and web-based multi-media processes using the most advanced computer-software, technologies and equipment in upgraded facilities. Students enjoy a high level of career placement upon graduation due to the high demand for knowledgeable and highly skilled professionals in the viable and growing Mass Communication job market.

"Communications majors need to be life-long learners - adaptable and eager to evolve in an industry that changes yearly, monthly, daily... From writing in multiple styles to varied audiences, capturing impactful images with photography, designing visual content for marketing, to public speaking - I could not do my job and love it as much as I do without the experience and opportunities offered to me.”

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In my case it was through an internship. At the time the Sanford Lab communications department was looking for interns who could help produce a video about the facility. It was the professors who recommended that I apply for the internship."

**Q:** How does a non-traditional Mass Communication major from Black Hills State University end up working at the premier underground research facility in the U.S.?

**A:** "In my case it was through an internship. At the time the Sanford Lab communications department was looking for interns who could help produce a video about the facility. It was the professors who recommended that I apply for the internship."

**Matt Kapust, Class of 2010, Multimedia Emphasis Creative Services Director at Sanford Underground Lab**