Mass Communication
BACHELOR OF SCIENCE (B.S.)

GAIN REAL-LIFE EXPERIENCES by taking 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.

DISCOVER YOUR CREATIVITY

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.

CHRISTEL PETERS
CLASS OF 2017 - PUBLIC RELATIONS EMPHASIS
RESEARCH COMMUNICATIONS COORDINATOR FOR UNIVERSITY OF MAINE

“Communications majors need to be lifelong 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.”

CAREER OPPORTUNITIES

» Advertising
» 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
Jacket Journal & BHSUmedia.com

Open to all BHSU students, the Jacket Journal newspaper is an award-winning campus organization. Several 400-level labs and the Jacket Journal staff produce a hard-copy newspaper as well as the student campus media online website BHSUmedia.com. Editorial, production, photography, and advertising staff positions are available each semester. Contact Mary.CatonRosser@BHSU.edu for more information.

The Buzz FM

Bringing the best and only alternative to Spearfish, S.D., The Buzz is the university’s student-run radio station. Students from any background or major are welcome. Contact Scott.Clarke@BHSU.edu to learn more or tune in to 89.1 & 90.7 FM to listen.

KBHU-TV

Students experience television broadcasting by servicing the campus with informational and entertaining programs. Contact Scott.Clarke@BHSU.edu to learn more.

Public Relations Club

BHSU Public Relations club is a professional development group for students focused on career enhancement, community involvement, conferencing, competition, and networking for internships and careers across the country. The group has regional and national affiliations that provide many opportunities for students to network with professional organizations, such as Public Relations Society of America. Contact Mary.CatonRosser@BHSU.edu to learn more.

Shutterbuzz

Whether students are photography majors or simply enjoy photography as a hobby, this organization is open to all. Get involved in regional or national trips, fundraisers, and small adventures for photographers at every level. Shutterbuzz is a student-run organization that brings photographers together. Contact Skott.Chandler@BHSU.edu to learn more.

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