

## WHAT CAN I DO WITH MY

**Bachelor of Applied Arts in Media Studies Degree and  
Diploma in Media Communications?**

### Program Specific Skills

- Advocacy
- Analytical Reading
- Application of Communications Technologies
- Articulation of Ideas
- Audience Evaluation
- Conceptualization
- Contextualization of Social Events
- Computer Proficiency
- Critical Evaluation
- Generation of Original Ideas
- Integration of Knowledge

### Transferable Skills

- Adaptability
- Flexibility, Determination, and Enthusiasm
- Ability to Cope Under Pressure
- Thoroughness and Problem Solving Skills
- Ability to Think Strategically
- Written Communication
- Presentation and Persuasion Skills
- Creativity and Imagination
- Excellent Time-management Skills and the ability to Multitask Projects
- Observation and Interpretation
- Confidence

### Career Options (Some may require further education):

- Account Executive
- Advertising Photographer
- Advertising Sales Consultant
- Aerial Photographer
- Art Director
- Assistant Editor
- Associate Producer
- Associate Web Editor
- Broadcast Technician
- Broadcast Writer
- Business Relations Assistant
- Columnist Communications
- Construction Photographer
- Copy Editor
- Copywriter
- Corporate Reporting
- Court Reporter
- Creative Writer
- Digital Imaging Specialist
- Educational Photographer
- Entertainment Business Manager
- Event Photographer
- External Communications Officer
- Fashion Photographer
- Film or Television Writer/Producer/Director
- Film and Video Editor
- Fine Arts Photographer
- Food Photographer
- Foreign News Correspondent
- Freelance Photographer
- Freelance Video Producer/Director
- Graphic Designer
- Marketing Manager
- Media Analyst
- Media Buyer
- Media Critic
- Newspaper/Magazine/News Editor
- Photojournalist
- Press Secretary
- Project Coordinator
- Program Assistant/Coordinator

### **Career Options Continued (Some may require further education):**

- Public Affairs Coordinator
- Public Relations Manager
- Public Relations Writer/Staff Writer
- Publicity Assistant
- Publicity Photographer
- Real Estate Photographer
- Social Media Coordinator
- Special Event Coordinator
- Sponsorship Manager
- Staff Writer
- Staffing Specialist
- Stock Image Photographer
- Surveillance Photographer
- Technical Writer
- Travel Photographer
- Visual Arts Consultant
- Website Development & Design

### **Potential Designations, Certifications**

- MA in Popular Culture – Brock University
- MA in Communications – Carleton University, U of Ottawa
- MA in Journalism – U of Western Ontario
- MA in Media Studies – U of Western Ontario
- MA in Communications and Technology – U of Alberta
- MA in Communication and Culture – Ryerson and York

### **Graduate School Options**

- Centennial College Graduate Certificate Programs Corporate Communications and Public Relations Ontario College Graduate Certificate
- Fundraising and Volunteer Management (Grad certificate) Humber ITAL -
- Corporate Communications (CCM)
- Ontario College Graduate Certificate - [www.canadian-universities.net/Campus/Graduate-Studies-Ontario.html](http://www.canadian-universities.net/Campus/Graduate-Studies-Ontario.html)
- University of Western Graduate programs in Media studies
- York University Graduate studies in Cinema and media - [www.yorku.ca/gradfilm](http://www.yorku.ca/gradfilm)

### **Job Search Websites**

- [ghworks.gulphhumber.ca](http://ghworks.gulphhumber.ca)
- [www.mediajobsearchcanada.com](http://www.mediajobsearchcanada.com)
- [www.workinculture.ca/The-Job-Board](http://www.workinculture.ca/The-Job-Board)
- [www.eluta.ca](http://www.eluta.ca)
- [www.workopolis.com](http://www.workopolis.com)
- [www.jobsearch.educationcanada.com](http://www.jobsearch.educationcanada.com)
- [www.jeffgaulin.com](http://www.jeffgaulin.com)
- [www.talentegg.com](http://www.talentegg.com)
- [www.careeredge.ca](http://www.careeredge.ca)
- [www.jobbank.gc.ca](http://www.jobbank.gc.ca)

### **Association Web Sites**

- Canadian Public Relations Society – [www.cprs.ca](http://www.cprs.ca)
- Canadian Association of Journalists – [www.caj.ca](http://www.caj.ca)
- Canadian Newspaper Association – [www.cna-acj.ca](http://www.cna-acj.ca)
- The Canadian Association of Photographers and Illustrators in Communications – [www.capic.org](http://www.capic.org)
- Institute of Communications and Agencies – [www.icacanada.ca](http://www.icacanada.ca)
- Commercial Production Association of Toronto – [www.cpat.ca](http://www.cpat.ca)