

WHAT CAN I DO WITH MY...

HONOURS BACHELOR OF APPLIED ARTS IN **MEDIA STUDIES** DEGREE AND DIPLOMA IN MEDIA COMMUNICATIONS?

CAREER OPTIONS

- Account Manager
- Art Director
- Assistant Editor
- Associate Producer
- Communications Coordinator
- Community Manager
- Digital Media Planner
- Editorial Clerk
- Journalist
- Marketing Coordinator
- Media Buyer
- Media Relations Coordinator
- Media Research Analyst
- News Reporter
- Photographer
- Relationship Manager
- Social Media Coordinator
- Videographer
- Web Designer

**Note: Some careers and entry into further education or certification may require additional study*

FURTHER EDUCATION

- Masters of Journalism
- Masters of Communication
- Masters of Professional Communication
- Bachelor of Education
- Ontario Graduate Certificates:
 - Advertising Copywriting
 - Brand Management
 - Fashion Management and Promotions
 - Fundraising Management
 - Project Management
 - Sport Business Management

ASSOCIATION WEBSITES

- The Canadian Public Relations Society
cprs.ca
- The Canadian Association of Journalists
caj.ca
- Canadian Marketing Association
the-cma.org

COMPETENCIES

- Professional foundation in the areas of Digital Communications, Media Business, Journalism, Public Relations, and Visual Communications
- Time Management
- Initiative & Leadership
- Flexible & Adaptable
- Written and verbal communication
- Skills in utilizing technical equipment such as cameras and lighting
- Ability to generate original ideas and creative concepts
- Ability to solve complex problems and make effective decisions
- Relationship Management
- Social & Cultural Sensitivity
- Technological Literacy
- Reporting & Documentation
- Critical, creative, and ethical thinking
- Ability to organize and interpret data
- Ability to understand programs, recognize trends, create innovative solutions
- Observation and interpretation
- Time Management Skills
- Professional Development
- Continuous Learning
- Ability to present material in front of groups

JOB SEARCH WEBSITES

- ghworks.guelphhumber.ca
- charityvillage.com
- talentegg.com
- eluta.ca
- mediajobsearchcanada.com
- glassdoor.ca
- workinculture.ca
- jeffgaulin.com

CAREER PROFILES

- jobbank.gc.ca/explorecareers
- oneline.org
- careeronestop.org

**NEED MORE
HELP?**



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416-798-1331 ext. 6288



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JOB & PLACEMENT PORTAL:
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