

What Can I Do With My...

Honours Bachelor of Applied Arts in Media and Communication Studies and Diploma in Media Communications?

Career Options

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

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

Further Education

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

Competencies

- Professional foundation in the areas of:
 - Digital Marketing and Social Media
 - Media Management and Analytics
 - Multimedia Journalism
 - Public Relations and Communications
 - Digital Graphic Design and Art Direction
 - Photography and Videography
- Time Management
- Initiative & Leadership
- Flexible & Adaptable
- Written and verbal communication
- Technical fluency in equipment such as cameras and lighting as well as software applications
- Generate original ideas and creative concepts
- Solve complex problems and make effective decisions
- Relationship Management
- Social & Cultural Sensitivity
- Technological Literacy
- Reporting & Documentation
- Critical, creative, and ethical thinking
- Organize and interpret data
- Understand programs, recognize trends, create innovative solutions
- Observation and interpretation
- Professional Development
- Present material in front of groups

Association Websites

- The Canadian Public Relations Society
 - cprs.ca
- The Canadian Association of Journalists
 - caj.ca
- Canadian Marketing Association
 - the-cma.org
- International Association of Business Communicators
 - <https://toronto.iabc.to>

Job Search Websites

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

Career Profiles

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

**Note: this is not a complete list for more information Contact your Career Services Coordinator:*

<https://www.guelphhumber.ca/career/contact>