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 ◦ cpra.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.mediacareersearchcanada.com
• www.glassdoor.ca
• www.workinculture.ca
• www.jeffgaulin.com

Career Profiles

• jobbank.gc.ca/explore
• 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