

# MEDIA STUDIES

## MAJOR to CAREER MAP

## How to Use This Map

Use the structure of the map to help you assess where you are and where you would like to go as you prepare for your professional career. The map offers suggestions; you don't have to do it all!

While you will learn a lot from your studies, take time to focus on other things that will help you be more competitive in your job search or graduate school applications. Get relevant experience outside the classroom, build your network, perform service and expand your contributions through leadership, and build the career management skills needed to find a job and move forward in your career.



## Plan for Career Success

It is never too early to think about and plan for your future! Take the time to think about the skills you need to develop and experiences you need to have to prepare for your professional career, or move to the next level. Explaining your strengths and experiences with compelling examples will be an important step as you apply for jobs and further education. Use this map as a guide, and see the [Career & Professional Development website](#) for additional resources.

## Build Skills and Experiences Employers Look For

Employers seek a variety of skills, knowledge and experience when hiring for professional roles. While specific needs vary by industry and employer, recent surveys\* indicate the top skills they seek are as follows:

- 1 Strong oral and written communication skills
- 2 Ability to work in teams and collaborate
- 3 Ethical judgment and decision-making
- 4 Critical thinking and analytical skills

Employers also look for job-specific knowledge, relevant technology skills, and the ability to apply knowledge and skills to real world settings. These are learned through internships, volunteer leadership roles and relevant jobs related to your career interests.

\* Hart Research Associates, 2015. Falling Short? College Learning and Career Success. Retrieved from Association of American Colleges & Universities Website: <https://aacu.org/leap/public-opinion-research/2015-survey-results/>; National Association of Colleges and Employers (NACE), 2016. Career Readiness Defined. Retrieved from NACE website: [www.naceweb.org/career-readiness/competencies/career-readiness-defined/](http://www.naceweb.org/career-readiness/competencies/career-readiness-defined/)

## Get the Help you Need

Mercy College provides you with a large number of support services from the time you enter the college through graduation. We offer a personalized learning experience that includes the College's Personalized Achievement Contract (PACT) program. PACT is a nationally recognized mentoring program that serves as a model for student success. Your PACT mentor is your point person who helps you navigate college life.

Mercy College promotes student learning and holistic development by offering programs and services that support students' academic development, inspire personal growth, and foster interpersonal connections and collaboration to prepare students for success in our diverse community and beyond. Check out the [Division of Student Affairs website](#) for available resources.

The Career and Professional Development team at Mercy College offers tools, training, and exposure to opportunities that empower our students to take ownership of their career success. Attend our events, career fairs and programs to learn and practice career skills, or see a counselor to get tips on finding internships or jobs, to practice interviewing, or to hone your professional resume. Our [website](#) also contains videos, resume formats and other useful tips to help our students prepare for their professional careers.

# MEDIA STUDIES

## COLLABORATION, TECHNOLOGY & INNOVATION

The Media Studies Program at Mercy College offers an innovative and challenging course of study for students seeking to broaden communications skills necessary for careers in news publications, magazines, television, radio, public relations, and corporate communications. Media Studies offers 60 courses divided into three



concentrations: Film/Culture, Journalism, and Radio and Television Production. The Program is designed for the student who works well in a team-oriented, collaborative environment and is interested in

sharing creative ideas to develop expertise in media.

### 1. FILM/CULTURE

- Learn the skills organizations need to support the structure of film and associated industries
- Discuss how films reflect society and how society influences film making

- Hone your writing and presentation skills while defending your ideas

### 2. JOURNALISM

- Master a variety of writing styles exhibited in traditional and modern media
- Write columns, articles and features for the award-winning Impact newspaper [www.theimpactnews.com](http://www.theimpactnews.com)

### 3. RADIO AND TELEVISION PRODUCTION

- Learn and practice styles of production and post-production such as live broadcast, fictional narrative, news, location recording, video documentary and others
- Practice radio console operation and announcing
- Produce, write, and edit video and audio content



## Degree OPTIONS

### Bachelor of Science in Media Studies

#### Concentrations:

- Film/Culture
- Journalism
- Radio and Television Production

## WHY STUDY MEDIA STUDIES?

The Media Studies program prepares students for careers in the overlapping fields of media. Whether it be in traditional forms like radio, TV, film, print or a purely electronic form like online, we use media to learn about and understand a broad spectrum of material - locally, nationally and globally - that influences and affects our lives.

The program maintains a four-camera High Definition TV studio, with eight 4k TV cameras for its TV field production courses, two radio studio rooms, a multi station video editing suite, and digital news publication lab which produces the program's numerous award winning student driven publication, [theimpactnews.com](http://theimpactnews.com).

Professors with appropriate academic backgrounds and relevant professional experiences teach students key industry skills, in positive and accurate learning settings, to grow and build on even after they finish their degree.

# MEDIA STUDIES - MAJOR to CAREER MAP

DEGREE OPTIONS: Bachelor of Science in Media Studies  
 Concentrations: • Film/Culture • Journalism • Radio and Television Production



FOR THOSE WITH A PASSION TO GET AHEAD

## CAREER EXAMPLES

Where could I go after graduation?\*

### Media, Marketing & Communications

**FILM/CULTURE**  
 Reviewer, Critic, Film Historian, Merchandising, Advertising Sales and Design, Market Research, Talent Management and Representation, Copy Writing, Museum and Library Curation, Arts Programming, Public Relations, Media Sales, Arts Education, Film Distribution and Publicity, Grants Management, Human Resources, Interactive Media Development, Politics

**JOURNALISM**  
 News Reporter, Sports Reporter, News Editor, Copy Editor, Feature Writer, Freelance Writer, Non-fiction Novelist, Magazine Writer, Entertainment Critic, Public Relations Writer, Media Relations Specialist

**RADIO AND TELEVISION PRODUCTION**  
 Producer, Camera Operator, Scriptwriter, Technical Director, Graphics Producer, Video Editor, Production Coordinator, Video Librarian, Production Manager, Stage Manager, Post Production Manager, Lighting Director, Facility Manager, Tape Operator, Radio Announcer, Audio Mixer

\*Some careers may require further education/training/certifications

	1st PHASE	2nd PHASE	3rd PHASE	4th PHASE/FINAL YEAR
<p><b>TAKE THE COURSES YOU NEED</b></p> <p><b>FILM/CULTURE</b> Consult <a href="#">academic program sequence map</a></p> <p><b>JOURNALISM</b> Consult <a href="#">academic program sequence map</a></p> <p><b>RADIO/TV PRODUCTION</b> Consult <a href="#">academic program sequence map</a></p>	<p>Meet with your PACT Mentor and Academic Unit Head to discuss your major interests.</p> <p style="text-align: center;">+</p> <p>ENGL 111, MEDA 209 or 211, MEDA 145, SPCM 110, &amp; Critical Inquiry</p>	<p>Participate in class discussions and presentations necessary to build valuable workplace skills. Strive to produce your best work to be used in your portfolio.</p> <p style="text-align: center;">+</p> <p>200 level major courses Consider a secondary concentration</p>	<p>Meet with your PACT Mentor and Academic Unit Head to ensure you are on track to graduate.</p> <p style="text-align: center;">+</p> <p>Upper level major courses, secondary concentration and thesis preparation</p>	<p>Check in with your PACT Mentor to ensure all course requirements are met. <b>Apply</b> to graduate! Degree conferral application deadlines are listed in the <a href="#">Undergraduate Catalog</a>.</p> <p style="text-align: center;">+</p> <p>MEDA 400 Senior Thesis and upper level major courses</p>
<p><b>GET RELEVANT EXPERIENCE AND MAKE PROFESSIONAL CONNECTIONS</b></p>	<p>If not already working, get a job to gain experience. It is best if the job is in your field of interest but all work experience has value.</p> <p>If applicable, apply for Federal Work Study jobs in <a href="#">Career Maverick</a> to start building relevant work skills right on campus.</p>	<p>Start learning about internships in your career interests and how to secure one. See your Academic Unit Head or career counselor to learn more.</p> <p>Try to get work experience in a field of interest. See <a href="#">Career Maverick</a> for opportunities.</p> <p>Consider <a href="#">studying abroad</a> to gain international experience.</p>	<p>Complete a required internship for credit in your field (MEDA 399). Up to nine internship credits in the major are encouraged. Apply for an <a href="#">internship grant</a> if unpaid.</p> <p>Perform research to deepen your understanding of a relevant topic.</p> <p>Write or produce content online regularly through a blog, Vimeo, WordPress, YouTube or other social media accounts.</p>	<p>Complete your second and third internships, if possible. Continue to build your portfolio, and present at conferences, shows, seminars, etc.</p> <p>Continue to write or produce content online regularly.</p> <p>Attend Mercy College career fairs and events to learn about opportunities, and connect with employers looking for talent.</p>
<p><b>CONNECT WITH OUR MERCY COMMUNITY</b></p>	<p>Join <a href="#">Career Communities</a> to explore and start learning about industries of interest.</p> <p>Attend Career &amp; Professional Development <a href="#">events</a> to start learning early.</p> <p>Join a <a href="#">club</a> on campus and utilize your media skills. Employers love to see campus involvement.</p>	<p>Take on more responsibility within your clubs or organizations.</p> <p>Attend workshops and events to learn and network with staff and other students. They will become part of the network you are building.</p> <p>Volunteer to help with planning of events and outreach for your <a href="#">career community</a>.</p>	<p>Make yourself known to your Professors (who you are, your skills and interests, etc.) Later on, they may be willing to serve as a professional reference for you.</p>	<p>Join the <a href="#">Mercy Alumni LinkedIn Group</a> to connect with alumni in your major and career interest groups.</p> <p>Attend <a href="#">senior events</a> held by Student Life and Career &amp; Professional Development to celebrate your upcoming graduation and career next steps.</p> <p>Touch base with your Professors and key staff to ask for reference letters, if needed. Thank them!</p>
<p><b>GAIN LEADERSHIP AND SERVICE EXPERIENCE</b></p>	<p>Volunteer for events such as fundraising for causes, or assist with a community event for a youth group, a political group, or a religious organization. You will build skills, connections and make a difference.</p> <p>Apply to become a Mav Team member, as a Resident Assistant, Orientation Leader or Peer Mentor. Contact <a href="mailto:studentlife@mercy.edu">studentlife@mercy.edu</a></p>	<p>Make a commitment to an organization that helps others using your media skills. A few examples are the American Red Cross, the United Way, or local community or religious organizations.</p>	<p>Join media-related guilds such as Directors Guild of America (DGA), Society of Motion Picture and Television Engineers (SMPTE), or National Association of Broadcast Employees and Technicians (NABET).</p> <p>Apply what you have learned in a leadership role in an organization.</p> <p>Use your media skills to help organize events, fundraising efforts, volunteers, budgets and other resources.</p>	<p>Increase your contribution through a leadership role in an organization. You will build skills you will use in leadership roles in your career, and meet people who will help you as your career develops.</p> <p>People you meet early in your career often want to help students, and may play an important role in your professional career.</p>
<p><b>GET READY FOR YOUR PROFESSIONAL LIFE AFTER GRADUATION</b></p>	<p>See your PACT Mentor and Academic Unit Head to discuss your major to career interests. Check out <a href="#">Focus 2</a>, the free Mercy College career exploration tool.</p> <p>Make an appointment with a career counselor to establish or update your career plan (<a href="mailto:CPD@mercy.edu">CPD@mercy.edu</a>).</p> <p>Build a professional resume and cover letter and upload them to <a href="#">Career Maverick</a>.</p>	<p>Continue to update your resume. Create your elevator pitch, a 30-second speech that summarizes who you are, what you do and why you would be a perfect candidate. Learn how to interview successfully.</p> <p>Review the many career resources available on the <a href="#">Mercy website</a>.</p>	<p>Get help thinking about graduate school from a faculty member. Research education requirements for careers of interest. If needed, prepare for required tests (GRE, LSAT, GMAT).</p> <p>Investigate requirements for full time jobs in your career areas of interest. Be proactive; this depends on you!</p> <p>Practice mock interviews using our Mock Interview Tool in <a href="#">Career Maverick</a>, or meet with a career counselor.</p>	<p>Apply to jobs or higher education programs or make other plans. Do not wait until after graduation!</p> <p>Practice interviewing! Learn to convey your own skills and experiences in relation to what employers are looking for.</p>