Description: The major in Multimedia Communication offers students the opportunity to learn basic operations of electronic media through hands-on experience in television and radio studios, as well as in the field for news and film productions. It also helps students develop and hone their skills in media writing, news production and performance and creative and critical analysis.

GPA Requirement: 2.50

College of Liberal Arts and Social Sciences, Communication Arts Department
Department Website: http://class.georgiasouthern.edu/commarts/MMC.html

Degree(s) offered: Bachelor of Science in Multimedia Communication
Emphasis Areas: Digital Filmmaking, Information, Production

Job Titles:
- Radio/TV Announcers & Reporters
- Program Director
- Traffic Manager
- Continuity Writer
- Producer
- Director
- Director’s Assistant
- Station Manager
- Videotape Recording Technician
- Motion Picture Industry Artist
- Sportscaster
- Motion Picture Industry Technical Staff
- Disc Jockey
- Sports Announcer
- Producer (Radio/TV)
- Sales Representative (Radio/TV time)
- Reporter
- Broadcast Meteorologist
- Internet Writers/Reporters

**For more detailed information regarding typical duties, salary, training, etc please look at the Occupational Outlook Handbook online at http://www.bls.gov/OCO/ or review the Chronicle Career Library CD-Rom available on-line or in the Career Resource Center.

Possible Employment Settings:
- Major networks
- Commercial broadcast stations
- Public television stations
- Cable television
- Private production companies
- Government
- Business corporations
- Film production companies
- Internet Web Sites

Georgia Southern University Career Services  Williams Center  (912) 478-5197  www.georgiasouthern.edu/career/


Updated 6/01/2011
Internet Sites:
- Corporation for Public Broadcasting: www.cpb.org
- CPB Jobline: www.cpb.org/jobline/index.php
- Sound Technology: www.soundtechnology.com

Professional Associations:
- National Association of Broadcasters http://www.nab.org/
- Georgia Association of Broadcasters http://www.gab.org
- National Association of Broadcasters http://www.nabetcwa.org
- Association for Women in Sports Media http://www.awsmonline.org/
- Association of Independent Video and Filmmakers http://www.aivf.org
- Broadcast Education Association http://www.beaweb.org

GSU Student Organizations:
- Society of Communication Scholars
- Society of Professional Journalists
- WVGS FM Radio
- Cable TV 97

Resources for salary information:
- FOCUS 2 Career: tiny.cc/gsufocus