



What can I do with a major in... Media Production - Video

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world.

What types of work are related to this degree?

Directing
Production
Writing
Post-Production Editing
Videography
Digital Production
Webcasting
Podcasting
Marketing and Promotions
Blogging
Community Management
Reporting
Speech and copywriting
Employee training & development
Instructional design

Who employs people with this degree?

Large corporations
Internet based companies
Companies specializing in webcasting services and technology
Professional associations
Media outlets
Major networks
Post-production companies
Government and corporations
Non-profit organizations
Freelance or private video production companies or videographers
Universities and colleges

More information online at ONETonline.org

Strategies for Success:

- Obtain entrepreneurial knowledge and experience through taking business courses.
- Volunteer to do video editing/production for campus videographers or television stations.
- Gain contacts in the specific industry of interest (e.g. develop relations with wedding photographers in order to build wedding videography business).
- Enter video contests.
- Understand the geographic flexibility and a willingness to relocate are important in finding job opportunities.
- Create your own projects in order to develop your portfolio.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.
- When conducting your job or internship search, consider searching for keywords such as software you are well-versed in (i.e. Final Cut Pro). This will produce positions you may not have thought to search for but will give you valuable experience.

Professional Associations:

Minnesota Professional Videographers Association
University Film & Video Association
Music Video Production Association

Motion Picture Association of America
Women in Film
Association of Independent Video & Filmmakers

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.