

Options with media/communication studies

Your skills

Over the course of your degree you develop a good mix of subject specific and technical skills as well as transferable core skills. Consider these alongside your other activities, such as paid work, volunteering, family responsibilities, sport, membership of societies, leadership roles, etc. Think about how these can be used as evidence of your skills and personal attributes. Then you can start to market and sell who you *really* are, identify what you may be lacking and consider how to improve your profile.

Degrees in media/communications studies cover a broad range of subjects from the highly practical to the theoretical. You can develop a variety of skills that are extremely useful in many employment areas. These skills include:

- critical analysis;
- research;
- a broad commercial and cultural awareness of the media and creative industries;
- teamwork;
- initiation and development of creative work in writing, audio-visual or other electronic media;
- a flexible, creative and independent approach to tasks;
- the ability to work to a brief and meet deadlines.

All courses focus on the communication of information across a variety of mediums. Graduates with the ability to communicate information clearly and effectively will be beneficial to any organisation.

If your aim is to work directly within the media industry it is important to build up a portfolio of work, gaining as much experience as possible. Examples include contributing to your university paper or other publications, or working for TV production or radio outlets, PR or advertising agencies.

Persistence and motivation are vital due to the popularity of this sector.

Job options

Bear in mind that it's not just your degree discipline that determines your options. Look at [your degree... what next?](#) for informed advice on career planning and graduate employment, or take a look at [what jobs would suit me?](#) a helpful starting point for self-analysis.

You can choose between jobs that are degree-related or those that appeal because they use other interests or elements of your degree.

Jobs directly related to your degree

- [Public relations officer](#) - uses all forms of media and communication to maintain and build the reputation of organisations.
- [Media planner](#) - enables clients to maximise the impact of their advertising campaigns through the use of a range of media. Works with media including radio, TV and the internet.
- [Multimedia specialist](#) - combines design and technical knowledge to create information and communication technology-based products, such as CD-Roms, DVDs or websites.
- [Television/film/video producer](#) - often has the initial idea for a project and then follows it through to completion. Producers are often as involved in the marketing and distribution processes as in the actual shooting.

Jobs where your degree would be useful

- [Advertising account executive](#) - acts as a link between client and agency. Has overall responsibility for the smooth running of campaigns, ensuring work is produced on time and to budget.
- [Broadcast presenter](#) - the public face or voice of any broadcast show. The actual role varies depending on the type of programme involved.
- [Broadcast journalist](#) - generates story ideas or picks up on leads, then pitches the story to the programme editor. The journalist may then research the article, conduct interviews and write the article.
- [Information officer/manager](#) - works in a wide range of organisations. Develops the sourcing, supply and distribution of information in support of a group's needs or objectives.
- [Magazine journalist](#) - researches and writes news and feature articles suited to a magazine's reader profile. Roles include news writing, feature writing and sub-editing
- [Market researcher \(qualitative/quantitative\)](#) - collects and analyses market research information for use in business, health, social policy and other areas.
- [Web designer](#) - designs, lays out and codes web pages. The work is a combination of individual and consultative activities.
- [Newspaper journalist](#) - responsible for finding, researching and writing stories for publication in the local, regional and national press.
- [Advertising copywriter](#) - works in a creative partnership with an art director to conceive, develop and produce effective advertisements.
- [Writer](#) - involved in all types of creative writing, including novels, children's literature, plays and material for screen, theatre and radio, such as soap operas, dramas or documentaries.

The relevance of some of these jobs may depend upon the type of modules or course you have studied. Research each job carefully to find out how it matches with your skills and experience. Many of the practical/technical skills required can be acquired through work experience during your degree or after graduation.

Although some of the jobs listed here might not be first jobs for many graduates, they are among the many realistic possibilities with your degree, provided you can demonstrate you have the attributes employers are looking for. It's also worth noting that many graduate vacancies don't specify particular degree disciplines, so don't restrict your thinking to the jobs listed here.

[Explore types of jobs](#) to find out more about the above options and related jobs.

Career areas

Every year statistics are collected to show what HE students do immediately after graduation. These can be a useful guide but, in reality, with the data being collected within just six months of graduation, many graduates are travelling, waiting to start a course, paying off debts, getting work experience or still deciding what they want to do. For further information about some of the areas of employment commonly entered by graduates of any degree discipline, check out [what do graduates do?](#) and [your degree...what next?](#)

Statistics for media graduates demonstrate that this degree can be used to enter a broad range of occupational areas. There are no statistics for communication studies as a separate subject;

therefore this must be considered when interpreting the following data.

In 2007, six months after graduation, around three quarters of media graduates were in full- or part-time employment, working in the following areas: administration/clerical, 20%; retail catering, waiting and bar work, 18%; arts, design, culture and sports, 16%; marketing, sales and advertising, 10%; and commercial, industrial and public sector managers, 9%.

A degree in media/communications studies is useful in many careers and success is often down to the motivation and determination on the part of the graduate. Areas of work include media, sales, marketing, advertising and commerce. Graduates can also be employed in other areas such as publishing, human resources, surveying, events management and retail.

Where are the jobs?

Media/communications studies graduates are employed by a wide range of employers in many sectors. Employers include:

- PR consultancies and communications agencies;
- marketing organisations;
- media companies;
- local government;
- the civil service;
- further and higher education institutions such as colleges and universities.

See the following sectors for more information:

- [Advertising, marketing and PR](#);
- [Broadcast, film and interactive media](#);
- [Publishing](#) (includes roles such as editorial, production, sales and marketing within books, magazines, databases and newspapers).

Career management is an ongoing process; one that you'll no doubt develop throughout your working life. [Explore job sectors](#) for further information on all the above employment areas.

Further study

In 2007, six months after graduation, 6% of media graduates had gone onto further study, with a further 5% combining work with further study. You may choose to study a further academic qualification because it is essential or highly desirable for entry into your chosen career. Alternatively, you may want to gain more skills and enhance your prospects of breaking into a career area, for example public relations and multimedia.

Postgraduate courses in areas such as journalism and teaching are popular with media/communications studies graduates. When deciding what to study, you will need to consider your career plan, academic interests and the degree you have taken. However, successful completion does not guarantee entry into any particular area of work. What it will do is enhance your skills and offer more networking opportunities.

These trends show only what previous graduates in your subject did immediately upon graduating. Over the course of their career - the first few years in particular - many others will opt for some form of further study, either part time or full time. If further study interests you, start by thinking [about postgrad study](#). [Find courses and research](#) to identify your options; you can also [apply for courses online](#).

Look at [funding my further study](#) for more details relating to finance and the application process.

What next?

Don't forget there are alternatives to entering employment or postgraduate study, such as taking time out, volunteering or travelling. Longer term, you may want to consider starting your own business. For something different, check out [self-employment](#) and [flexible working](#) or explore [working and studying abroad](#).

This should have started you thinking about your future. Whether you are in the early stages of career planning, or you have

definite ideas about what you want to do, you will find further information to help you in the following sections:

- Analyse your skills, interests and motivations to find out [what jobs would suit me?](#)
- [Explore types of jobs](#) to find out about entry requirements, salaries and working conditions.
- [Explore job sectors](#) for hints on breaking into various industries.
- [Find graduate employers](#) and see what they have to offer.
- Look at the advice on [applications, CVs and interviews](#).
- Get [work experience](#) through vacation work or a work placement.
- [Find courses and research](#) and investigate postgraduate study opportunities.
- If you have already graduated, get online [interactive advice](#).
- Visit [your university careers service](#) for a wealth of advice and resources to help with your career planning.

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The work of writers and editors is gratefully acknowledged.

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