What Can I Do with a Major in...
Journalism

How to use this guide
DePaul’s Career Roadmap was designed to help students and alumni navigate the career development process by describing the Career Center’s services and resources as they relate to four steps: Know Yourself, Explore and Choose Options, Gain Knowledge and Experience, and Putting it all Together.
This major guide uses the same four steps to help you explore and consider the possibility of pursuing a degree in Journalism:

- **Step 1 Know Yourself**: Helps you explore whether this field suits your interests, skills, and values.
- **Step 2 Explore and Choose Options**: Provides you with information about the major and occupations related to it.
- **Step 3 Gain Knowledge and Experience**: Teaches you how to gain relevant knowledge and experience for your occupational interest.
- **Step 4 Putting It All Together**: Helps you embark on your job search process.

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</tbody>
</table>
**Step 1: Know Yourself**

Think about what has attracted you to journalism and why it might be the right major for you. Take some time to consider your interests, skills, and values, and compare them with the information below. Keep in mind that you may not identify with everything noted below, but be conscious of whether the listed interests, skills, and values complement or run contrary to how you identify.

**Interests, Skills and Values:**
People who major in Journalism often have:

<table>
<thead>
<tr>
<th>Interests</th>
<th>Skills</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication &amp; Media</td>
<td>Oral &amp; Written Expression and comprehension</td>
<td>Achievement</td>
</tr>
<tr>
<td>Interacting with Computers</td>
<td>Strong Interpersonal skills</td>
<td>Recognition</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>Analytical/ research</td>
<td>Independence</td>
</tr>
<tr>
<td>Performing for or working directly for the public</td>
<td>Creative thinking</td>
<td>Persistence</td>
</tr>
<tr>
<td>Gathering information and observing</td>
<td>Computer graphics</td>
<td>Personal integrity</td>
</tr>
<tr>
<td>Investigating</td>
<td>Desktop publishing</td>
<td>Promotion of accuracy, truth and fairness</td>
</tr>
<tr>
<td>Blogging/social media</td>
<td>Problem solving</td>
<td></td>
</tr>
<tr>
<td>Watching the news</td>
<td>Active Listening/Learning</td>
<td></td>
</tr>
<tr>
<td>Listening to the radio</td>
<td>Public speaking/speech clarity</td>
<td></td>
</tr>
<tr>
<td>Reading newspapers and magazines</td>
<td>Social perceptiveness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Judgment &amp; decision making</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adaptability/flexibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attention to detail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social media</td>
<td></td>
</tr>
</tbody>
</table>

If what is listed above matches, or is related in a way to your own interests, skills and values, a degree in Journalism may be for you. Continue to explore this resource to learn more.

**Another Look at Interests:**
John Holland’s Occupational Themes
Learning about your interests will help you identify opportunities to pursue and the topics you are most naturally drawn to. John Holland developed a theory of occupational interests that described six major interest areas (learn about all six interest areas here). Of those six interest areas, Journalism students often identify with interests in the following categories:

Artistic: People with artistic interests enjoy professions involving artistic, innovative, or intuitive abilities and like to work in unstructured creative and flexible environments. Learn more: http://careercenter.depaul.edu/_documents/hexagon_artistic.pdf

Social: People interested in professions that involve helping, training, or teaching abilities and enjoy working with other people in service-oriented environments. And also value working with other people to enlighten, cure, or instruct them on areas of human growth and development. Learn more: http://careercenter.depaul.edu/_documents/hexagon_social.pdf

Investigative: People with investigative interests have a strong scientific, inquiring orientation. They enjoy gathering information, uncovering new facts or theories, and analyzing and interpreting data. Learn more: http://careercenter.depaul.edu/_documents/hexagon_investigative.pdf

Enterprising: People interested in professions that involve leading people, starting up and carrying out projects and making decisions often found in sales, management or political jobs. Enterprising occupations often require risk taking and often deal with business. Learn more: http://careercenter.depaul.edu/_documents/hexagon_enterprising.pdf

Learn more about “Step 1: Knowing Yourself”…Check out these Career Center Workshops
- Myers-Briggs Type Indicator (MBTI)
- Skills and Accomplishments
- Strong Interest Explorer

Work Values
Step 2: Explore and Choose Options

Whether you have already chosen journalism as a major or are still considering it among other possibilities, it is important to explore the career and academic options this major will open up for you.

Potential Career Focuses:

Majoring in Journalism offers the following potential career paths:

<table>
<thead>
<tr>
<th>Broadcast Journalism</th>
<th>Designed for students seeking careers in radio, television and areas of the entertainment industry specifically in the field of news and journals. “Broadcast” or published by electronic methods, including radio (via air, cable and internet) television (via air, cable and internet) and the Internet generally are the main focus.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Journalism</td>
<td>Designed to prepare students for a wide variety of job opportunities in business, education, government and non-profit sector that will allow students to work directly in news careers, or in public relations, advertising, and publishing. This focus helps prepares students to investigate and report events, issues and trends to a broad audience.</td>
</tr>
<tr>
<td>Online Journalism</td>
<td>Designed to prepare students to focus on reporting of facts produced and distributed via the Internet.</td>
</tr>
</tbody>
</table>

Learn more at:

Curriculum:

Please follow this link to review the curriculum for a degree in journalism. Also, note the classes you will need to take.

Learn more about these classes:
[http://sr.depaul.edu/catalog/catalogfiles/Current/Undergraduate%20Course%20Descriptions/pg122.html](http://sr.depaul.edu/catalog/catalogfiles/Current/Undergraduate%20Course%20Descriptions/pg122.html)
[http://communication.depaul.edu/Programs/Undergraduate/BA_in_Journalism.asp](http://communication.depaul.edu/Programs/Undergraduate/BA_in_Journalism.asp)
**Occupations:**
The following list, organized by 3 different focuses, offers a *sampling* of career paths that might appeal to journalism students. It is not meant to be all inclusive or limiting, but rather is intended to provide you with a starting point for considering the possibilities.

<table>
<thead>
<tr>
<th>Broadcast Journalism</th>
<th>Broadcast News Analyst, Broadcast Technician, Anchor Person, Reporters &amp; Correspondents, Radio &amp; Television Announcers, Program directors*, Camera Operators (Television &amp; Motion Picture), Producers, Technical Directors/Managers*, Audio and Video Equipment Technicians, News Directors*, Narrator, Production assistant, Research Director, Program/Station Manager, Public Relations specialist, Producer-TV, Film*, Theatre, Newscaster, Audio Engineer*, Correspondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Journalism</td>
<td>Advertising Director*, Copy Writer, Critic, Media Buyer, Lobbyist, Script Writer, Public Information Officer, Customer Relations Representative, Audio-Visual Consultant, Photographer, Columnist, Editor, Journalist, Correspondent, Reporters, Communication Teachers, Printing Machine Operators, English Language and Literature Teachers, Prepress Technicians and Workers, Freelance Writer</td>
</tr>
<tr>
<td>Online Journalism</td>
<td>Radio and Television Announcers, Social Media Producer*, New Media Managers*, Online/Web Producer, Web Content Manager, Web Developer, Online Editorial Director*, Community Manager, Mojo (Mobile Journalist), Online/Web Editor, Communication Teachers (postsecondary)</td>
</tr>
</tbody>
</table>

*These occupations may require additional training and/or a graduate or doctoral degree. Speak with a Career Advisor to learn more.

Learn more: [http://online.onetcenter.org/find/quick?s=Journalism](http://online.onetcenter.org/find/quick?s=Journalism)  
[http://www.bls.gov/oco/ocos088.htm](http://www.bls.gov/oco/ocos088.htm)

**Alumni Sharing Knowledge (ASK):**
Learn from DePaul alumni about how they have used their Journalism degree. ASK is a great way to begin building your network by connecting with these mentors. Below is a *sample* of job titles reported by alumni with journalism degrees:

<table>
<thead>
<tr>
<th>Reporter</th>
<th>Associate Director of Career Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Strategy Officer</td>
<td>Director, Young Lawyers Division</td>
</tr>
<tr>
<td>Senior Copywriter</td>
<td>Director of Major Accounts Development</td>
</tr>
<tr>
<td>Financial Analyst &amp; Editor</td>
<td></td>
</tr>
</tbody>
</table>

Learn more on how to connect with alumni: [http://ask.depaul.edu/](http://ask.depaul.edu/)
Online Resources:
Research more about Journalism:

- Project for Excellence in Journalism: http://www.journalism.org
- International Communication Association (ICA): http://www.icahq.org/
- National Association of Hispanic Journalists (NAHJ): http://www.nahj.org/
- Magazine Publishers of America (MPA): http://www.magazine.org/
- National Communication Association (NCA): http://www.natcom.org/
- The New Media Consortium: http://www.nmc.org/
- The New Media Institute: http://www.newmedia.org/
- American Communication Association: http://www.americancomm.org/
- American Federation of Television and Radio Artists: http://www.aftra.com/
- American Association of Advertising Agencies: http://www2.aaaa.org/
- American Society of Magazine Editors: http://www.magazine.org
- American Society of Newspaper Editors: http://www.asne.org/
- American Media Association (AMA): http://www.americanbusinessmedia.com
- Sage Journals Online: http://jour.sagepub.com/
- About.com: http://journalism.about.com/
- ASNE: http://www.asne.org/index.cfm?id=2
- American Advertising Federation: http://www.aaf.org/
- National Association of Broadcasters (NAB): http://www.nab.org/
- Journalism Careers: http://www.buffalostate.edu/offices/cdc/jou.html
- Broadcast Education Association: http://www.beaweb.org/
- The Center for Cinema Studies: http://www.centreforcinemastudies.com/

Learn more about “Step 2: Explore and Choose Options”…Check out these Career Center Workshops

- Beyond Mingling: Networking Strategies
- LinkedIn & Other Social Media
- Networking Skills
### Step 3: Gain Knowledge and Experience

Complementing your coursework in Journalism with internship, volunteer, work, and organization experiences is one of the smartest moves you can make in relation to your career development. By doing so, you will have the opportunity to apply and build upon the knowledge you are gaining in the classroom, while also developing content for your resume in preparation for future opportunities.

**Internships:**

Here is a sample list of internships you might consider while pursuing a degree in Journalism. Please note any mentioned internship below is not restricted to its respective occupational focus area.

<table>
<thead>
<tr>
<th>Broadcast Journalism</th>
<th>Public Relations Intern, Syndicate Intern, Promotions Intern, Production Assistant Intern, Post Production Intern, Radio Broadcaster/Sports Announcer Internships, Creative Operations Intern, Corporate Communications Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Journalism</td>
<td>Advertising Intern, Editorial Intern, Communications Intern, Marketing Intern, Journalism Intern, Public Relations Intern, Media Intern, Sales Learning and Development Intern, Development Intern, Corporate Communications Intern, Sales and Marketing Intern</td>
</tr>
<tr>
<td>Online Journalism</td>
<td>Social Media Intern, Web Development Intern, New Media Intern, Social Media/Communications Intern, Web Designer and Programmer intern, Social Community Management Internship, Graphic Design Intern</td>
</tr>
</tbody>
</table>

Search and apply for internships listed by employers specifically seeking DePaul candidates at: [http://depaul.experience.com](http://depaul.experience.com)

**Find Internships:**

Visit these sites to search and apply for more internships:

**DePaul Resources:**

**Journalism Specific Job & Internship Resources:**
- Communications Jobs & Internships: [http://commfaculty.fullerton.edu/tclain/jobs/jobs.html](http://commfaculty.fullerton.edu/tclain/jobs/jobs.html)
- Media Bistro: [www.mediabistro.com](http://www.mediabistro.com)
- Variety Media Careers: [www.varietmediacareers.com](http://www.varietmediacareers.com)
- Creative Hotlist: [www.creativehotlist.com](http://www.creativehotlist.com)
- Communications and Media Jobs: [www.communicationsjob.net](http://www.communicationsjob.net)
- New Media Jobs in Tech: [www.newmedia.computerjobs.com](http://www.newmedia.computerjobs.com)
- Digital Media Jobs: [www.digitalmediajobs.com](http://www.digitalmediajobs.com)
- Online Media Jobs: [http://jobs.minonline.com/c/search_results.cfm?site_id=778](http://jobs.minonline.com/c/search_results.cfm?site_id=778)
Big Shoes Network: http://www.bigshoesnetwork.com/find_job.aspx
Broadcast Radio & TV Jobs: http://www.careerpage.org/

Additional Job and Internship Resources:
- Internship Programs: http://wwwinternshipprograms.com
- Vault http://www.vault.com
- Career Rookie: www.careerrookie.com
- Idealist.org- Action without Borders: http://www.idealista.org
- Simplyhired: www.simplyhired.com
- Intern Abroad: http://www.ainternabroad.com
- MonsterTrak.com: http://www.monstertrak.com
- OpportunityKnocks.org: http://www.opportunityknocks.org
- Summer Jobs-Seasonal job/internships: http://www.summerjobs.com
- After College http://www.aftercollege.com
- Indeed.com: http://www.indeed.com
- Collegegrad.com: http://www.collegegrad.com
- College Recruiter.com: http://www.collegerecruiter.com
- Careeronestop.org: http://www.careeronestop.org
- Careerbuilder.com: http://careerbuilder.com
- Craigslist: www.craigslist.com

**Student Organizations and Professional Organizations:**
To gain more knowledge and experience, as well as to network and build your resume, consider joining student and professional organizations related to Journalism.

<table>
<thead>
<tr>
<th>Professional Organizations</th>
<th>Student Organizations at DePaul</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Newspaper Association of America: <a href="http://www.naa.org/">www.naa.org/</a></td>
<td>- DePaul Public Relations Student Society of America:</td>
</tr>
<tr>
<td>- The Newspaper Guild: <a href="http://www.newsguild.org/">www.newsguild.org/</a></td>
<td><a href="http://communication.depaul.edu/StudentResources/SpecialProgramsOrgan/PRSSA.asp">http://communication.depaul.edu/StudentResources/SpecialProgramsOrgan/PRSSA.asp</a></td>
</tr>
<tr>
<td>- National Association of Broadcasters (NAB): <a href="http://www.nab.org/">www.nab.org/</a></td>
<td>- Film Arts Alliance:</td>
</tr>
<tr>
<td>- Broadcasting Education Association: <a href="http://www.beaweb.org/AM/Template.cfm?Section=Home">www.beaweb.org/AM/Template.cfm?Section=Home</a></td>
<td><a href="http://communication.depaul.edu/StudentResources/SpecialProgramsOrgan/Film_Arts_Alliance.asp">http://communication.depaul.edu/StudentResources/SpecialProgramsOrgan/Film_Arts_Alliance.asp</a></td>
</tr>
<tr>
<td>- American Communication Association: <a href="http://www.americancomm.org/">http://www.americancomm.org/</a></td>
<td><a href="http://communication.depaul.edu/Programs/OtherProgram/index.asp">http://communication.depaul.edu/Programs/OtherProgram/index.asp</a></td>
</tr>
<tr>
<td></td>
<td><a href="http://communication.depaul.edu/">http://communication.depaul.edu/</a></td>
</tr>
</tbody>
</table>
Research and Guide Books:
Find these and more Journalism research and guide books at DePaul’s libraries.

- *Interpreting News* by Graham Meikle
- *News making* by Bernard Roshco
- *Radio News Writing* by Tara L. Kuther
- *Understanding Media Convergence: The state of the Field* by Grand, A.E. & Wilkinson
- *Careers in Journalism*, Jan Goldberg
- *Career Opportunities for Writers*, Rosemary Ellen Guiley
- *Careers for Writers & Others Who Have a Way with Words*, Robert W. Bly
- *Opportunities in Journalism Careers*, Donald L. Ferguson & Jim Patten
- *100 Jobs in Words*, Macmillan
- *Opportunities in Broadcasting Careers*, Elmo I. Ellis; foreword by E. Culpepper Clark
- *Opportunities in Television & Video Careers*, Shonan Noronha

Learn more about the library and how to borrow these books: [http://library.depaul.edu/](http://library.depaul.edu/)

Graduate and Doctoral Programs:
Learn more about DePaul’s graduate and doctoral journalism programs:
[http://communication.depaul.edu/Programs/Graduate/Journalism_MA.asp](http://communication.depaul.edu/Programs/Graduate/Journalism_MA.asp)

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Learn more about “Step 3: Gain Knowledge and Experience”…Check out these Career Center Workshops

- How to Prepare for Graduate School
- How to Work a Job & Internship Fair
- University Internship Program (UIP) Orientation
- Cooperative Education (Co-Op) Orientation
- iPrep: Find Your Dream Internship
- Navigating Student Employment
Step 4: Putting it all Together

The job search process can be challenging, but with the right tools, guidance, and persistence, success can be yours. Below are a number of resources that you are invited to take advantage of as a DePaul student and/or alumni.

Career Advisors for the College of Communication:
If you have not already done so, set an appointment with a Career Advisor to discuss your post-graduation goals and strategies for achieving them. To set an appointment with your advisor, please call the Loop Career Center at (312)-362-8437. The Career Specialists for students in the College of Communication is:

Michael Elias  
MElias@depaul.edu

Attend Workshops:
The Career Center’s career development workshops are designed to help you build and strengthen your career-related skills so you can make well-informed decisions and prepare for your job or internship search.

The Career Center offers free workshops on over 25 topics throughout the year, including resume writing, interviewing skills, effective self-marketing techniques, networking, managing your career path and many more. Workshops facilitators have in-depth knowledge in the topics covered and allow you the opportunity to ask questions throughout each session.

Pre-register for all workshops online through DePaul.Experience.

Learn more: [http://careercenter.depaul.edu/events/workshops.aspx](http://careercenter.depaul.edu/events/workshops.aspx)
**Prepare your Resume:**
Depending on the internship or job you are applying to, consider including the following types of information on your resume:

<table>
<thead>
<tr>
<th>Entry Level Professionals</th>
<th>Experienced Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Education</td>
<td>• Summary of Qualifications</td>
</tr>
<tr>
<td>• Relevant Coursework/Projects (if applicable)</td>
<td>• Relevant Experience</td>
</tr>
<tr>
<td>• Experience from jobs and internships</td>
<td>• Technical Skills</td>
</tr>
<tr>
<td>• Additional Experience</td>
<td>• Professional Affiliations</td>
</tr>
<tr>
<td>• Technical Skills</td>
<td>• Education</td>
</tr>
<tr>
<td>• Organizations</td>
<td>• Research</td>
</tr>
</tbody>
</table>

To view resume samples and an online resume tutorial, visit: [http://careercenter.depaul.edu/resumes/default.aspx](http://careercenter.depaul.edu/resumes/default.aspx)

Or meet with a Peer Career Advisor to plan, develop and/or critique your resume. Peer Career Advising is a good place for students and alumni to begin the process of career planning. The Peer Career Advisors are undergraduate and graduate students who have been carefully selected and trained by the Career Center to work with students and alumni in an advisory capacity.

**Prepare for Interviews:**
To prepare for an interview for an internship or job, the Career Center offers:

- **Alumni Sharing Knowledge (ASK) Practice Interviews** – Sign up in DePaul.Experience for a practice interview with DePaul alum. This real interview scenario will allow you to gain feedback from your practice interviewer on your interviewing strengths and areas for improvement.

- **Alumni Sharing Knowledge (ASK) Mentors** – ASK mentors are willing to meet with you individually to help you with your interviewing skills. ASK mentors are a good option to consider as they have valuable industry-specific interviewing tips.

- **Peer Career Advisors** – Meet with a Peer Career Advisor on a walk-in basis to go over the interviewing process, as well as running through a mock interview. Peer Career Advisors are a good option to consider if you need quick interviewing help.

- **Career Advisors** – Set up an appointment with your Career Advisor to go over the interviewing process, as well as running through a more advanced mock interview. Career Advisors are a good option to consider if you are seeking more job specific interviewing tips.

- **Career Center Workshops** – Register for such interviewing workshops as “Interviewing Skills” or “Advanced Interviewing Skills” in DePaul.Experience.

- **For other interviewing resources** – Please visit: [http://careercenter.depaul.edu/resumes/interviewprep.aspx](http://careercenter.depaul.edu/resumes/interviewprep.aspx)
**Salary Resources:**

- Salary.com: [http://www.salary.com](http://www.salary.com)
- Wage web: [http://www.wageweb.com](http://www.wageweb.com)
- NACE Salary Survey 2008: [http://careercenter.depaul.edu/_downloads/sschartSP08.gif](http://careercenter.depaul.edu/_downloads/sschartSP08.gif)
- Indeed.com’s Salary Search: [http://www.indeed.com/salary](http://www.indeed.com/salary)

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**Learn more about “Step 4: Putting it all Together”…Check out these Career Center Workshops**

- How to Build a Portfolio
- Interviewing Skills
- Negotiation Skills
- Job Search Strategies in a Challenging Job Market