

# Multimedia Journalism

Are you interested in broadcasting? Have you worked with school or local papers or news stations? Are you a good public speaker? Would you like to be a reporter? Maybe you should look into NMU's Multimedia Journalism major.

Multimedia Journalism was designed to give students updated knowledge that will allow them to be more versatile and consequently more valuable when entering the job market. This major is for students seeking careers in the news industry. In it, students acquire the writing and research skills necessary for providing audiences with compelling and relevant stories in a variety of media formats. Students will learn how to create content for broadcast, magazines, newspapers and online publications. In addition to receiving intensive writing instruction, students will gain an understanding of the technical, aesthetic and legal elements of this field.

Students graduating with a degree in multimedia journalism will be able to pursue traditional new media jobs and nontraditional positions like web development associate, web producer and other job titles yet to be created in this rapidly changing career field.

Introductory courses of interest: EN 217 Newspaper Writing and Reporting, BC 200 Intro to Multimedia Journalism and EN 407 Feature Magazine Writing.

## Skills and Competencies

As in most other fields, strong interpersonal communication and organizational skills are a must for any professional. Some other valuable skills and competencies specific to the profession in the multimedia journalism area include technical skills, problem solving and quick thinking.

## Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

### Multimedia Journalism Core (37 cr.)

CS101	Website Construction (4 cr.)
BC165	Introduction to Mass Media (4 cr.) or EN206 Survey of Journalism (4 cr.)
BC200	Intro to Multimedia Journalism (4 cr.)
BC470	Mass Communication Law (4 cr.)
BC473M	Advanced Media Production (AMP)-Multimedia (4 cr.)
BC 493	Senior Portfolio (1 cr.)
EN217	Newspaper Writing and Reporting (4 cr.)
EN407	Feature Magazine Writing (4 cr.)
BC491	Practicum (2 cr.) or BC492 Internship in Broadcasting (1-8 cr.)
EN480	Practicum (2 cr.) or EN 491 Internship (2-6 cr.)

### Major Electives

Choose *One 4 credit course:*

AD117	Graphic Design: Foundations (4 cr.)
AD134	Computer Art: Foundations (4 cr.)
BC310	Sports and Special Events (4 cr.)
BC471	Mass Communication and Society (4 cr.)
BC473F	AMP-Field Television Production (4 cr.)
BC495	Special Topics in Broadcasting (1-4 cr.)
EN303	Technical and Professional Writing (4 cr.)
EN306	Journalism Editing and Design (4 cr.)
EN495	Special Topics (1-4 cr.)
PS480	Media and Politics (4 cr.)
SP320	New Media Literacy (4 cr.)

Recommended General Education courses-  
See Bulletin

*\*Credits required may vary depending on courses transferred from other schools (e.g. 3 cr. Vs. 4 cr. courses).*

*Detailed course descriptions can be found at [www.nmu.edu/bulletin](http://www.nmu.edu/bulletin).*

## Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

## Additional Considerations

Experience in specific fields greatly increase chances of employment. Take advantage of any hands-on work and internships. Any opportunities, even if unpaid, will benefit your portfolio in looking for future work.

The jobs listed require you to express your ideas clearly and logically. A true passion for writing is a must, and any familiarity of electronic instruments is helpful.

## Job Outlook

Starting salaries are contingent upon geographic location and the individual applicant's work experience and initiative, and usually range from \$30,000 to \$50,000. The growth of this field is expected to be as fast as average, with growth around 10%.

# Potential Careers

NMU's Multimedia Journalism Program prepares students for employment in the following careers:

- Announcers
- Assignment Editor
- Editor (Written Word, Film and Video)
- Magazine Writer
- Newscaster
- News Producer/ News Reporter:
  - Web, TV, Print
- Radio and Sports
- Photojournalist
- Sportscaster
- Technical Writers
- Reporter: Web, TV, Print, and Radio
- Web Content Producer
- Web Development Associate
- Web Journalism

# Additional Resources and Information

For Career Planning and Opportunities:  
Academic & Career Advisement Center  
3302.1 C.B. Hedgcock  
906-227-2971  
[www.nmu.edu/acac](http://www.nmu.edu/acac)

Communication & Performance Studies  
203 Thomas Fine Arts  
906-227-2045  
[www.nmu.edu/caps](http://www.nmu.edu/caps)

For Job Search, Resume and Career Information:  
Career Services  
3302.3 C.B. Hedgcock  
906-227-2800  
[www.nmu.edu/careers](http://www.nmu.edu/careers)

For Information about NMU Student Organizations Associated with this Major Contact:  
Center for Student Enrichment  
1206 University Center  
906-227-2439  
[www.nmu.edu/cse](http://www.nmu.edu/cse)

Internet Resource Links:  
[www.careers.org](http://www.careers.org)  
[www.bls.gov](http://www.bls.gov)

For Career Information with National Organizations:  
[www.nab.org](http://www.nab.org) -National Assoc. of Broadcasters  
[www.entertainmentcareers.net](http://www.entertainmentcareers.net) -Entertainment Jobs, Internships and Career Information in the Entertainment Industry



**NORTHERN MICHIGAN  
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center  
2021



What to do with  
a major in...

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