Journalism

 Marketable Skills

Journalism majors develop professional skills including:

- Strong critical thinking skills
- The ability to locate, research, analyze, and synthesize complex information
- Strong writing, reporting, and editing skills
- Strong analytical reasoning and objective reporting skills
- Experience adapting content for different audiences
- Comfort working individually and as a member of a team
- The ability to apply historical lessons to current policy, social movements, and business trends
- The ability to forecast shifts in public opinion

 Relevance Fields

- Academia
- Advertising
- Advocacy
- Government
- Lobbying
- Media
- Nonprofit Management
- Politics
- Public Relations

Sample Occupational Titles

Bachelor’s Degree:

- Foreign Correspondent
- Media Analyst
- Media Production Assistant
- Photojournalist
- Public Relations Assistant
- Reporter

Advanced Degree:

- Author
- Corporate Communications Manager
- Investigative Reporter
- News Managing Editor
- Producer
- Public Affairs Director
Print Resources

Find these titles and additional books, periodicals, and handouts in the Career Resource Library:

- **Breaking In: The JobsPage.com Guide to Newspaper Internships** by Joe Grimm
- **Career Opportunities in Journalism** by Jennifer Bobrow Burns
- **Careers in Advertising & Public Relations** by WetFeet Publishers
- **The NCTJ Essential Guide to Careers in Journalism** by Andy Bull
- **Vault Guide to Television Writing Careers** by David Kukoff

Online Resources

Visit these websites and others listed in our School-Specific Resources:

- Cyber Journalist at [www.cyberjournalist.net](http://www.cyberjournalist.net)
- FabJobs at [www.fabjob.com/publicrelations.asp](http://www.fabjob.com/publicrelations.asp)
- Idealist at [www.idealista.org](http://www.idealista.org)
- JournalismJobs at [www.journalismjobs.com](http://www.journalismjobs.com)
- Media Bistro at [www.mediabistro.com](http://www.mediabistro.com)
- O*NET Resource Center at [www.onetcenter.org](http://www.onetcenter.org)
- TV Jobs at [www.tvjobs.com](http://www.tvjobs.com)

Professional Associations

The following professional associations offer career-related information and job listings:

- The American Society of Journalists and Authors at [www.asja.org](http://www.asja.org)
- American Society of Newspaper Editors at [www.asne.org](http://www.asne.org)
- National Association of Black Journalists at [www.nabj.org](http://www.nabj.org)
- National Association of Hispanic Journalists at [www.nahj.org](http://www.nahj.org)
- Online News Association at [www.journalists.org](http://www.journalists.org)
- Radio Television Digital News Association at [www.rtna.org](http://www.rtna.org)
- Women in Communications at [www.womcom.org](http://www.womcom.org)

Find more professional associations at American Society of Association Executives at [www.asaecenter.org/Directories/AssociationSearch.cfm](http://www.asaecenter.org/Directories/AssociationSearch.cfm)