Career Options

There are many career paths that a person with a Digital Media & Communication (DMaC) Major can choose. Here are some possible jobs that DMaC majors could obtain with their degree skills. Use this as an ideas list; remember that it represents some, but certainly not all of the careers you might consider.

**Advertising:**
- Advertising Specialist
- Marketing Specialist
- Copy Writer
- Account Executive Manager
- Media Planner
- Media Buyer
- Creative Director
- Media Sales Representative
- Public Researcher

**Communication Education:**
- Language Arts Coordinator
- High School Speech
- Forensics/Debate Coach
- Drama Director
- Speech Communication Professor
- School Counselor
- Audiovisual Specialist
- Educational Administrator
- Director of College News
- Educational Tester
- Educational Fund-raiser
- Alumni Officer

**Electronic Media:**
- Broadcast Station Manager
- Film/Tape Librarian
- Community Relation Director
- Video Editor
- Transmitter Engineer
- Technical Director
- Graphic Designer
- Market Researcher
- Cinematographer
- Announcer
- Disc Jockey
- Comedy Writer
- Casting Director
- Producer
- Talk Show Host
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<tr>
<th><strong>Journalism (Print or Electronic):</strong></th>
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<tbody>
<tr>
<td>Reporter</td>
<td>Photojournalist</td>
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<td>Editor</td>
<td>Script Writer</td>
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<td>Newscaster</td>
<td>News Service Researcher</td>
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<td>Author</td>
<td>Technical Writer</td>
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<td>Copy Writer</td>
<td>Media Interviewer</td>
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<td><strong>Public Relations:</strong></td>
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<tr>
<td>Publicity Manager</td>
<td>Development Officer</td>
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<tr>
<td>Advertising Manager</td>
<td>Sales Manager</td>
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<tr>
<td>Marketing Specialist</td>
<td>Media Analyst</td>
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<tr>
<td>Lobbyist</td>
<td>Media Planner</td>
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<tr>
<td>Corporate Public Affairs Specialist</td>
<td>Creative Director</td>
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<td>Account Executive</td>
<td>News Writer</td>
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<td>Public Opinion Researcher</td>
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<td><strong>Theatre/Performing Arts:</strong></td>
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<tr>
<td>Script Writer</td>
<td>Theatre Critic</td>
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<td>Performing Arts Educator</td>
<td>Makeup Artist</td>
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<td>Scenic Designer</td>
<td>Stage Manager</td>
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<td>Lighting</td>
<td>Casting Director</td>
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<td><strong>Government/Politics:</strong></td>
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<tr>
<td>Public Information Office Writer</td>
<td>Campaign Director</td>
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<td>Legislative Assistant</td>
<td>Research Specialist</td>
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<td>Program Coordinator</td>
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<td>Elected Official</td>
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<td><strong>Communication and Health Care:</strong></td>
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<tr>
<td>Medical Grants Writer</td>
<td>Research Analyst</td>
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<td>Hospital Director of PR</td>
<td>Medical Center Publications</td>
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<td>Clinic Public Relations</td>
<td>Editor</td>
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<td>Health Communication Analyst</td>
<td>Marketing Director</td>
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Social and Human Services:

Human Rights Office
Community Affairs Liaison
Park Service PR Specialist
Religious Leader

Opportunities can be found at various locations:

Broadcast Television
(Local) WGRZ-TV 2, WIVB-TV 4, WKBW-TV 7, WNED-TV 17,
WNLO-TV 23, WNYB-TV 26, WUTV-TV 29, WNYO-TV 49, WPXJ-
TV 51, WNGS-TV 67

(National) NBC, CBS, ABC, FOX, The CW, Univision,
Telemundo, PBS

Cable Television

(Local) YNN/Buffalo, YNN/Rochester

(National) A&E Television Networks, Comedy Central, ESPN,
Food Network, HBO, MTV Networks, National Geographic
Channel, Showtime Network, The Weather Channel, TLC, USA
Network, etc.

Broadcast Radio

(Local) WBUF. 92.9, WBLK-FM. 93.7, WNED-FM. 94.5,
WJYE-FM. 96.1, WGRF-FM. 96.9, WKSE-FM. 98.5.
WTSS-FM. 102.5, WEDG-FM. 103.3, WHTT-FM. 104.1, WYRK-
FM. 106.5, WGR-AM 550, WBEN-AM 930, WNED-AM 970,
WUFO-AM 1080, WECK-AM 1230, WHLD-AM 1270, WJLL-AM
1440, WWKB-AM 1520

(National) ABC Radio Networks, NPR, Westwood One, PRI

Advertising/Marketing/Public Relations

(Private) Crowley Webb and Associates, Eric Mower and
Associates, E3 Communications, Inc., Carr Marketing
Communications Inc., Travers Collins and Company, Trellis
Marketing
Healthcare: Univera Healthcare, Kaleida Health, Catholic Health Care System, Roswell Park Cancer Institute, Independent Health, Blue Cross/Blue Shield of WNY

Government: IRS, EPA, FEMA, US House of Representatives, US Senate, NYS Legislature, NYS Senate, NYS DOT, Erie County Executive’s office, City of Buffalo

Education: Local and Regional Colleges, Local School Districts, Parochial High schools and Grammar Schools, Private High schools and Grammar Schools


Graphic Design


Film/Video Production

Regional: AV8 Productions, B Durkin Productions, Broadcast Image Productions, Chris Santucci Films, Crystal Pix, David Collins Productions, Inc., Emedia Studios, Full Circle Studios, Gribbins Films, IBC Digital, Propeller head Media Inc. SEV Productions, The Daily Post, Young Lion Studios, 3-2-1 Productions

Print

Advanced Educational Products, Inc., Amherst Media, Buffalo Delft Printing Inc., Gallagher Printing Inc., Great Lakes Printing,

Newspapers


Websites