MASS COMMUNICATION College of Arts & Humanities

OVERVIEW
We strive to prepare students for careers as ethical and responsible public communicators, innovative creators of media texts, and competent professionals in such fields as news, public relations, and other media-related fields.

DEGREES & CAREER OPPORTUNITIES
Degrees:
- Mass Communication, Bachelor of Arts (BA)
- Mass Communication, Bachelor of Science (BS)
- Mass Communication, Public Relations Emphasis, Bachelor of Science (BS)

Minors:
- Advocacy, Minor
- Mass Media, Minor

Affiliated Programs:
- Integrated Communication, Bachelor of Science (BS)
- Film and Media Studies, Bachelor of Arts (BA)
- Professional Communication, Graduate Certificate

Careers:
Mass media work today is a dynamic profession that needs intelligent, ambitious people with excellent communication skills. A major in Mass Communication can lead to many different options for graduates. Among them are careers in news production and strategic communication (public relations, marketing and advertising). A degree in Mass Communication can lead to jobs in numerous areas, such as business, health care, sports and non-profits.

Career opportunities in Mass Communication are stable. Job placement for Minnesota State Mankato graduating seniors remains good and requests for our graduates come to the department from many sources.

An undergraduate degree in Mass Communication is often a gateway for advanced study in mass communications or other areas. Along with graduate work in mass communication, students who earn a Mass Communication degree also go into such graduate fields as political science, sociology and law.

QUALITY OF OUR PROGRAM
Affiliations:
Our department is affiliated with the American Society of Journalism School Administrators, the Association for Education in Journalism and Mass Communication, American Journalism Historians Association, the Minnesota Newspaper Association, and the School of Communication.

Faculty:
All full-time faculty in the department have doctorates and a wealth of professional-media experience, including work in public relations, news production, photography and broadcasting. The department does not use teaching assistants to teach any of its courses for majors, but it does employ excellent professionals to teach some courses.

Our faculty routinely present results of their research at national and international forums, including the annual conventions of the Association for Education in Journalism and Mass Communications and the American Journalism Historians Association. Faculty have also published in such journals as Journalism and Mass Comm Quarterly, Journalism Educator, Editor & Publisher and American Journalism. They also have given many presentations to media professionals at the Minnesota Newspaper Association’s annual convention.

Alumni:
Our graduates have gone on to media-related jobs with such organizations as USA Today, the Mayo Clinic, The Minnesota Timberwolves, Weber Shandwick Worldwide, the Baltimore Sun, the Minneapolis StarTribune, the St. Paul Press, the U.S. Olympic Committee, ESPN and ABC Sports. Alumni are found at magazines, newspapers, radio and TV stations and public relations, advertising and marketing operations throughout Minnesota and beyond. They regularly produce stories, images and video in a variety of forms, as well as create podcasts, design print and online displays and manage social-media accounts. Our alumni have won numerous awards.

STUDENT EXPERIENCE
Faculty/Student Ratio:
Our official faculty/student ratio of about 1:30 is skewed by large sections of general education courses taught by the department. Classes reserved for mass media majors are small — usually averaging from 12 to 20 students per class. The department prides itself on one-on-one advising of majors.
Student/Faculty Collaboration:
Students are encouraged to pursue research in collaboration with faculty members. In recent years, such collaboration has resulted in presentations at national conventions and in publications in national journals.

Facilities:
Many of our courses for majors are taught in two labs equipped with Mac computers, laser printers and other hardware.

Professional Chapters:
Our faculty advise students in the Public Relations Student Society of America and Society of Professional Journalists.

Internships:
All majors must complete an internship in a professional setting before graduation. Opportunities for receiving the four-credit-hour internship are good in business or non-profit organizations. Students in recent years have taken internships on campus, two of those places being KMSU-FM radio and University’s independent newspaper, the Reporter, and as far away as Malaysia, Germany and Taiwan. The department assists students in locating a suitable internship.

Scholarships:
The department awards scholarships to returning students based on academic merit and need.

FOR MORE INFORMATION PLEASE CONTACT
Department of Mass Communication
Minnesota State University, Mankato
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Mankato, MN 56001

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507-389-6417 [V]
800-627-3529 or 711 [MRS/TTY]

Website
carts.mnsu.edu/academics/masscomm/

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For additional information about course requirements, please visit https://mankato.mnsu.edu/academics/academic-catalog/

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