

What Can I Do With a Major In...?

Major: Mass Communications & Media Studies

Class of 2017 Survey Results

The Career Center's annual Career Destinations Survey of graduating seniors illustrates the variety of employment and graduate school choices made by students in a given major. Fields with four or less responses are not shown to protect the confidentiality of respondents.

Employers & Job Titles data includes full-time and part-time employment, and internships.

Please note: Students with multiple majors are represented in each major. For example, a double major in English and Computer Science will have responses included in both reports.

Department Website: <http://mediastudies.ugis.berkeley.edu/>

Results Summary

Graduated	Responded	Percent		
230	90	38%		

Post-Graduate Activities

Employed	Attending Grad School	Seeking Employment	Other	
52%	8%	31%	9%	

Employment Sectors & Average Salary

For Profit	Nonprofit	Education	Government	Average Salary
81%	10%	6%	4%	\$55,346

Employer	Job Titles
Adobe	Digital Strategy Analyst
Alta Bates Summit Medical Center	Communications Director
Apple Computer	Data Analyst
Applied Predictive Technologies	Consultant
Boba Guys	Assistant Manager
California Alumni Association	Editorial Assistant
City and County of San Francisco	Purchaser
Ernst and Young LLP	Staff Accountant

What Can I Do With a Major In...?

Ford Motor	Marketing Manager
Google	Account Executive
Google	Operations Coordinator
Infosys	Business Analyst
INSIDER (Business Insider)	INSIDER Picks Intern
Insight Global	Recruiter
Japan Exchange and Teaching Programme (JET)	Assistant Language Teacher
KQED	Marketing Specialist
LinkedIn	Business Leadership Associate
LQ Digital	Marketing Analyst
Macy's West	Sales Manager
Mecoptron	Quality Control
Mercedes-Benz North America	Communications Intern
Metric Theory	PPC Analyst
MLB.com	Associate Reporter
Mount Diablo Unified School District	Teacher
Novani LLC	Desktop Engineer
Omaze	Partnerships Intern
One2Team	Business Development Associate
Other	Advisor
Other	Founder/CEO
Other	Library Assistant
Other	Management
Other	Marketing Specialist
Other	Marketing Specialist
Other	Other
Other	Tour Management Assistant
PricewaterhouseCoopers LLP	Associate Consultant
Primitive Logic	Sales Coordinator
Roundabout Theatre Company	Steinberg Management Apprentice
SAP	Product Management Intern
The Korea Daily San Francisco	Assistant Executive in Advertising Dept.
The Walt Disney Company	Marketing Intern
The Washington Post	Editor
Twitter	Associate Product Marketing Manager
Twitter	Project Specialist
U.S. Army Sustainment Command	Public and Congressional Affairs Officer

What Can I Do With a Major In...?

Weber Shandwick	Creative Intern
WSP	Communications Specialist
Yelp	Account Executive

Graduate Schools Attending

Business	University of Chester, England	Masters
Business	University of San Francisco	Masters
Communication	University of North Carolina, Chapel Hill	Masters
International Relations	Trinity College Dublin	Masters
Law	Washington and Lee University	JD
Media Studies	University of Southern California	Masters
Middle School Education	Loyola Marymount University	Masters