CAREER OPPORTUNITIES FOR ELECTRONIC MEDIA MAJORS

SKILLS & ABILITIES OF THE ELECTRONIC MEDIA MAJOR

Skills
- Active Listening
- Reading Comprehension
- Critical Thinking
- Time Management
- Project Coordination
- Judgment and Decision Making
- Active Learning
- Complex Problem Solving
- Communication
- Creative Imagination

Abilities
- Interacting with Computers
- Thinking Creatively
- Monitor Processes, Materials, and Project Progression
- Visual Color Discrimination
- Written and Oral Comprehension

Knowledge
- Communications and Media—Knowledge of media production, communication, and dissemination techniques and methods
  - Design—Techniques, tools, and principles
  - Fine Arts—Theory and techniques required to compose, produce, and perform
- Computers and Electronics—Processors, computer hardware and software, applications and programs
  - Customer and Personal Service—Principles and processes for providing customer and personal service

POTENTIAL CAREERS

Television
- Programming
- News Videography
- Directing
- Editing

Radio
- Production
- Promotion
- Management
- Research
- News

Internet
- Webcasting
- Podcasting
- Web Design/Development
- Website Maintenance

Video Production
- Post-Production/Editing
- Writing

Social Media Management
- Strategy
- Content Planning
### TYPES OF EMPLOYERS

- Major Networks
- Local Commercial Television Stations
- Public Television Stations
- Cable Television
- Private Production Companies
- Government
- Business Corporations
- National Public Radio
- Digital Stations
- Major, Medium & Small Market Stations
- Internet Based Companies
- Companies Specializing in Webcasting Services
- Colleges and Universities
- Public Relations Firms
- Marketing Agencies
- Social Media Management Companies
- Media Outlets
- Freelance

### ADDITIONAL RESOURCES


_Sources: University of Tennessee—Career Services, O*Net Online_