

PATHWAYS | MEDIA STUDIES

Bachelor of Arts in Media Studies



COLLEGE OF
LIBERAL ARTS

COURSE SELECTION

FRESHMAN

- Pursue general University Core
- Consult with your academic advisor on appropriate course selection
- Consider Supporting Coursework (minor) (15 hours)

SOPHOMORE

- Apply for admission to Media Studies after 30 core hours
- Start to take required pre-requisites: CMJN 2100, MDIA 3300, CMJN 3350
- Concentrate on completing upper level pre-requisites and begin taking MDIA
- Group 1 courses (seven courses totaling 21 hours)
- Continue to take electives, minor coursework and writing/production courses (MDIA 3350 or 3380 and MDIA 2800 or 2420)

JUNIOR

- Complete 4000 level courses; writing and production requirements; supporting coursework; and meet with advisor to apply for internships.
- The internship(MDIA 4920) is required, and students complete their internship their final semester.

SENIOR

ASK FOR ASSISTANCE

- Meet regularly with your academic advisors and consult them when you have concerns about admission to particular classes or need more information about class requirements.



Tichenor Hall, home of the College of Liberal Arts student advising.

- Make an appointment with an MDIA advisor when preparing to apply for the major and/or when you have questions about supporting coursework, or are seeking input with regard to selecting a minor.
- Meet with someone in the Career Center to explore career options and receive individualized assistance.

- Ask the Career Center for help in preparing your résumé, cover letter and portfolio.
- Utilize resources such as ePortfolio Project and Media and Digital Resources Library (MDRL), both located in RBD Library.

GAIN EXPERIENCE

- Gain as much practical experience as possible during your time in MDIAuburn.
- Acquire valuable professional experience and contacts—locally, regionally and nationally.
- There are numerous MDIA opportunities, including the student run radio station WEGL (wegl.auburn.edu) or Eagle Eye television (eagleeye.auburn.edu), the Auburn Film Society, the Auburn New Media Club (www.facebook.com/AUNewMediaClub).
- Explore internship sites like Chattahoochee Heritage Project, Raycom/WSFA, and the SEC Network.
- These organizations provide unique and exciting opportunities for students to gain valuable hands-on professional experience.



- While completing your internship, remember to collect artifacts for your portfolio.
- Attend Communication & Media Career Day.

GET INVOLVED

- Join the Auburn Film Society, the Auburn New Media Club (www.facebook.com/AUNewMediaClub) to connect with like minded students.
- Utilize AUIvolve (auburn.edu/auinvolve) to identify organizations of interest, to attend meetings and enhance your resume.



- MDIA majors are encouraged to study and intern abroad.
- Contact Auburn Abroad to explore applicable opportunities.
- Pursue leadership roles in the student organizations in which you participate.

CAREER PLANNING

AUBURN UNIVERSITY CAREER CENTER

303 MARY MARTIN HALL | AUBURN.EDU/CAREER

The curriculum is designed to promote an awareness, understanding and appreciation of media content and messages. You should seek out experiential opportunities to develop and hone your particular skill set.

MEDIA RELATIONS SPECIALIST

MINIMUM EDUCATION: B.A.

ENTRY LEVEL SALARY RANGE: \$37.6K-\$54.1K

ADVERTISING ACCOUNT EXECUTIVE

MINIMUM EDUCATION: B.A.

ENTRY LEVEL SALARY RANGE: \$22.2K-\$45.8K

NEWS PRODUCER

MINIMUM EDUCATION: B.A.

ENTRY LEVEL SALARY RANGE: \$31.6K-\$69.5K

These are just three options out of many that media studies majors pursue. For more career options be sure to check out "What Can I Do With a Major In..." on auburn.edu/career.



Mary Martin Hall, home of the Auburn University Career Center

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