



# MACKENZIE

## COMMUNICATIONS AND MEDIA

### ABOUT MY MAJOR

My major is Communications and Media. I like the major itself, because I feel like it allows for a lot of flexibility, which is the biggest reason that I decided on it. I chose my major because I knew I wanted to work with something digital or with people, but I didn't know exactly what I wanted to do with that. Communication is a really good major for people who want to work with people and want to have a job focused on relationships or reaching out to people. There are also aspects of digital media and newer forms of marketing. Overall the major includes communicating with and through people and learning how you can better an organization through media.

### SKILLS

I always thought that you need to be outgoing to be a Communications major, but that's definitely not true. I have classmates that would be really nervous when we had projects that involved public speaking. If you're someone that is afraid of public speaking, don't shy away from this major, because it's not often that we do public speaking! We focus on talking to people but not on a large scale. I feel like being willing to look for new experiences is important. I can't see myself working at the same job for 40 years. I think the major is also good for people who aren't sure where they want their career path to go but like the general area of communication.

### MINORS & CERTIFICATES

I have a minor in Digital Media Journalism. There are a lot of minors under the Communications umbrella. Many students complete Digital Media and Public Relations minors within the Communication & Media Department. I chose mine because I knew I wanted to work in sports. A lot of people also have business minors, like Business Communications or Marketing. Honestly, there are a lot of different minors that will work. From my experience, minors help you find your passions within the major.

## STUDENT ORGANIZATIONS

Many Communication majors get involved with PRSAA, which stands for the Public Relations Students Association of America. It was helpful for me because they had a lot of speakers come in, which helped me narrow down what types of opportunities there are. It's more public relations-based, but Communications pairs well with it. Connecting Alumni to Students (CATS) is also a great way to get involved. I recommend any organizations that do a lot of outreach to Communication majors.

## CAREERS

After graduation, I think I want to work in sports communication. I've taken a lot of classes related to this, so that's really nice. The Communication major gives you an opportunity to get more focused on a certain topic. You take general communication classes but then you also can choose to focus in on specific areas. It also gives you good hands-on experience. For example, I've taken more classes in Journalism. It has been nice to get that experience. I'm a manager for the Women's Basketball Team, which has been great experience to prepare me for the future as well.