

Communication Arts*

Media Studies Option

* Effective 2024-2025 academic calendar year, Communication Arts, Media Studies Option, will be a Bachelor of Arts in Communication with an emphasis in Media Studies.

Which employers have hired Montana State University Billings Media Studies graduates?

Big Brothers Big Sisters of Helena	Human Resource Development Council, District 7	National Western Stock Show Rodeo
United Way of Yellowstone County	G & G Advertising	Nextstar KSVI/KHMT-TV
McCall Homes	E.W. Scripts Company / KTVQ	Farmers Insurance

What are the average annual wages and potential lifetime earnings for professionals working in the Media Studies field?

Occupation	Annual wage range in MT	Potential lifetime earnings**
Marketing Specialist	\$65,440 - \$71,910	\$74,680 x 39 yrs = \$2,912,520
Reporter/Journalist	\$34,230 - \$49,800	\$57,500 x 39 yrs = \$2,242,500
Public Relations Specialist	\$46,300 - \$63,040	\$66,750 x 39 yrs = \$2,603,250
Film and Video Editors	\$52,370 - \$57,330	\$66,600 x 39 yrs = \$2,597,400

** Based on the 2023 state mean and national median wage of occupations per the U.S. Bureau of Labor Statistics. Lifetime earnings are based on the national median wage.

What percentage of Media Studies graduates report having a job after graduating?

Out of the 67% of 2024 Media Studies graduates that we received grad data on, **100% reported being employed* after graduation.**

*Employment includes employment in major, employment not in major, continuing education and military service.

Employment opportunities with advanced degrees or experience:

- Advertising/Marketing Manager
- Market Research Analyst
- Communication Strategist

Not sure if Media Studies is for you?

1. Take an introductory class in the program such as Exploring Communication Studies! Keep mental notes or a journal to track what you like and dislike!

2. Get a part-time job in the field. Check out CareerLink by scanning the QR Code for the latest job openings



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Overview of the Media Studies program:

The majors offered by the Department of Communication prepare students with industry-specific skills to be competitive when they enter the workforce. Communication skills—knowledge of communication technology, public speaking, and collaborative problem-solving—are highly in demand by employers.

The Media Studies Option is designed to examine the nature of the mass media through theoretical grounding and applied knowledge with a concentration in (1) the construction and delivery of media messages and (2) the effects of mediated messages and the structures and practices of the media industries on culture, society, politics, the economy, and individual attitudes and behavior. This approach prepares students for careers as trained media professionals as well as to be critical consumers of media messages. The study of message construction and analysis is offered in a variety of contexts including news gathering and reporting, public relations, video production, and advertising. In each context theoretical perspectives are combined with skills training related to print and electronic media. Career options in the field of Media Studies include public relations, marketing, broadcast news, corporate communications, and advertising.

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What makes the Communications Arts programs unique?

All of the Communication Arts majors can be completed entirely online. Our department offers several HyFlex options to give students maximum flexibility when taking communication courses. The Communication Arts curriculum is taught by faculty who incorporate their cutting-edge research into class discussions. Communication Arts majors also have the opportunity to pursue an industry-related internship to supplement their coursework.

What students like most about the Communication Arts programs:

Students like that they can find program-relevant jobs in their area of study after completing their degrees. Communication Arts coursework is contemporary, collaborative, and customized to the needs of the 21st Century workforce.



Department Webpage:

<https://www.msubillings.edu/class/comt/index.htm>

