Career Options after Media Studies

What is Media Studies?

Media Studies is one of the Humanities. Contemporary society has become so media-saturated that every sphere of human experience – personal, social, economic, political, cultural, moral, and aesthetic – is mediated. The Media Studies program helps students develop a deep understanding of the role of media in contemporary societies. It provides students with theories and methods that help them analyze the constantly changing media phenomena – texts, practices, policies and institutions. It lays crucial intellectual groundwork for students who hope to find meaningful employment in media industries and media-related sectors.

Skills of Media Studies Grads

- Analyze and critique media texts (news, movies, TV dramas, lifestyle programs, advertisements, animations, YouTube videos, social networking sites, and all other forms of media culture)
- Articulate and analyse the complex relationship between media, politics, and economy
- Formulate ideas about how each sphere of human activity is mediated and transformed by media, especially digital media
- Articulate abstract ideas and complex information in speech and in writing

What makes Media Studies at UTSC unique?

Media Studies at UTSC is the only academic unit in the U of T system that gives you the opportunity to systematically study contemporary media cultures. We advocate a comparative perspective in media studies. This perspective is attentive to how media cultures are shaped by and interact with forces of globalization.

Entry-Level Jobs for Bachelor Grads

Common employment destinations include:
- Writer, Critic, and Analyst in Media, Government, Think-tanks, and other institutions
- Production Assistant in Publishing (print/electronic and online publishing)
- Project Assistant in Media Buying, Marketing, Advertising, Public Relations, Event Planning
- Project Assistant in New Media firms (cloud computing, online advertising and online gaming)
- Coordinator of Cross-Cultural/International Media Business Development

The Career Directory: www.canadastop100.com/tcd

Graduate & Professional Studies

Popular further education opportunities include:
- Media Studies – Master of Arts
- Information Science – Master
- Journalism – Master
- Communication – Master of Arts
- Digital Media – Master
- Digital Experience Innovation – Master
- Public Relations/Corporate Communication – Post-Graduate Certificate
- Marketing or Brand Management – Certificate
- Advertising – Diploma
- Interactive Media Design – Diploma

Use LinkedIn!

UTSC Media Studies graduates are working in Education, Media & Communication and Marketing.

Attend our LinkedIn workshop to learn about the Find Alumni tool for networking!

Media Studies grads from UTSC have gone on to:
- University of Toronto (Web Content Editor)
- Mike Agency (Digital Marketing Intern)
Examples of Fields that ‘Fit’ the Skills of Media Studies Grads

- Art and Design
- Sales and Marketing
- Operations
- Media and Communication
- Education
- Marketing
- Entrepreneurship
- Administration

Your 4-Year Career Exploration Action Plan

1. Do Your Research

The databases below provide you with details about job prospects, nature of work, educational requirements, working conditions, pay and related career paths:

- Career Cruising: Log into cln.utoronto.ca, click on Resources, and click on Career Cruising to be logged in automatically
- O*Net: online.onetcenter.org (U.S. site)

Attend our workshop Discover Your Skills and Career Options, meet with a Career Counsellor, and use our resources to get to know your skills, values, personality and interests:

www.utsc.utoronto.ca/aacc/get-know-yourself

Use the advice on our tip sheets for gathering information:

- Information Interviews
- Working On-Campus
- Internships
- Volunteering

2. Explore Career Options & Get Experience

Gain exposure to your options in the world of work and make connections while you’re a student via campus events and programs listed on cln.utoronto.ca and ccr.utoronto.ca:

- Extern Job Shadowing
- In the Field
- Explore It! (course-based)
- Partners in Leadership (4th year students)
- iLead, uLead, weLead (Dep’t of Student Life)
- Employer Information Sessions
- Career & Volunteer Fairs
- Departmental Student Association Events

Apply for Work Study jobs in CLN in Fall and Spring! You might also find work via www.scsu.ca/jobs.

- Find networking opportunities, internship programs and entry-level jobs via websites like www.talentegg.ca and www.charityvillage.ca
- As an upper year student (14+ credits), attend UTSC’s Get Hired Conference and participate in Jobs for Grads.
- As a graduate, explore internships and other trainee programs like www.careeredge.ca

3. Build Your Network

Explore Professional Associations and get involved: volunteer for their events and conferences, and get to know people in your industry of interest. These are your future mentors, supervisors and colleagues!

ARTSA, ARTSIDEOUT, Gallery 1265, Medius - www.utsc.utoronto.ca/acm/clubs-associations
Institute of Communication Agencies - www.icacanada.ca
Canadian Public Relations Society - www.cprs.ca
The Cultural Human Resources Council - www.culturalhrc.ca
Canadian Heritage Information Network - www.rcip-chin.gc.ca
Cultural Careers Council Ontario - www.workinculture.ca  Canadian Marketing Assoc’n - www.the-cma.org
Canada Council for the Arts - www.canadacouncil.ca  Business for the Arts - www.businessforthearts.org
Ontario Arts Council - www.arts.on.ca  Toronto Arts Council - www.torontoartscouncil.org

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Please note: This document is a starting point for your further research into career options in this field of study. For more information on this program and course requirements, please visit the departmental website at the top of the first page.