## **MASS MEDIA DEPARTMENT**

portfolio and begin

journey.

thinking about your career

## **MAJOR MAP**



**COLLEGE OF ARTS AND SCIENCES** 

	1ST YEAR	2ND YEAR	3RD YEAR	4TH OR FINAL YEAR	WHERE COULD I GO
GET THE COURSES YOU NEED	<ul> <li>MM100, MM199, MM202</li> <li>WU101, EN101</li> <li>Work on your general education classes - select them strategically.</li> </ul>	<ul> <li>MM300, MM321, MM403</li> <li>Work on your foreign language.</li> <li>Good time for MM112</li> <li>Decide on a relevant minor.</li> </ul>	<ul> <li>MM351, MM352, MM432.</li> <li>Take a MM Elective: choose from a wide range of classes from all concentrations.</li> </ul>	<ul> <li>MM416, MM494, and MM499</li> <li>Take a 2nd MM Elective: MM422 highly recommended</li> </ul>	
GET RELEVANT EXPERIENCE	<ul> <li>Join the promotions/sales team in Student Media</li> <li>Explore WTE areas</li> <li>Make it a habit to consume news about advertising &amp; PR.</li> </ul>	<ul><li>Shadow an advertising executive</li><li>Join Topeka Advertising Federation</li></ul>	<ul> <li>Look for leadership opportunities within Student Media or other campus organizations</li> <li>Do an internship prior to the MM494 Internship class</li> </ul>	<ul> <li>Start actively researching internship and job opportunities.</li> <li>Complete your internship MM494 class - spring or summer</li> </ul>	
GET CONNECTED WITH COMMUNITY	<ul> <li>Join Washburn's student Alumni group and research alumni with similar careers</li> <li>Join LinkedIn and ask to join the Mass Media group</li> </ul>	<ul> <li>Get to know classmates &amp; faculty at Washburn.</li> <li>Join a secondary student organization and offer your media skills</li> <li>Network at alumni events on campus.</li> </ul>	<ul> <li>Expand on the activities from year two.</li> <li>Schedule informational interviews with people employed in your field.</li> <li>Identify potential career mentors.</li> </ul>	<ul> <li>Keep attending networking events.</li> <li>Expand on activities from year three.</li> </ul>	
WTE/ TRIPS	<ul> <li>Explore the options for studying abroad and/or attending conferences</li> <li>Attend campus events to expand your worldview.</li> </ul>	• Apply for Study Abroad or Explore America experiences (ex: Paris or Hollywood) to get exposure to diverse cultures.	<ul> <li>Participate in Apeiron.</li> <li>Identify and read relevant books on diversity and inclusion topics.</li> <li>Best time to study abroad.</li> </ul>	• Find additional opportunities to develop your global mindset. Ex: working abroad or collaborating with people from other countries.	
LIFE AFTER GRADUATION (CAREERS)	Start your career on day one with our MM199 class. You will start your portfolio and begin	<ul><li>Read professional publications!</li><li>Start using social media to</li></ul>	Keep adding quality samples to your digital portfolio. A good portfolio	• Apply for jobs, additional internships or graduate school.	confidence.

is a must in our field.

promote your brand.

• Find ways to develop

your digital portfolio.

quality work samples for

**VISIT** www.washburn.edu **FOR MORE INFORMATION** 

<del>%</del>

• Use the resources

Career Services offers.