



BLACK HILLS

STATE UNIVERSITY

EST. 1883

# MASS COMMUNICATION

BACHELOR OF SCIENCE (B.S.)



GRAPHIC COMMUNICATIONS CLASS

## DISCOVER YOUR CREATIVITY

Mass Communication students will explore visual-design, photographic image-making, written, broadcast and web-based multi-media processes using the most advanced computer-software, technologies and equipment in upgraded facilities. Students enjoy a high level of career placement upon graduation due to the high demand for knowledgeable and highly skilled professionals in the viable and growing Mass Communication job market.

- **GAIN REAL-LIFE EXPERIENCES** by taking an internship.
- **JOIN A CAMPUS ORGANIZATION:** Campus organizations help majors and minors get extracurricular experience in their fields of study and network with other students.
- **GET A CERTIFICATE** in journalism, photography, or social media.
- **A MINOR/EMPHASIS IS REQUIRED:** Minor in integrated media, sports media, public relations, science communication, photography, or graphic communication.

## CAREER OPPORTUNITIES

- » Advertising
- » Audio/Video Specialist
- » Broadcaster
- » Commercial Photographer
- » Creative/Art Designer
- » Drone Photographer
- » Filmmaker
- » Fine Art Photographer
- » Graphic Designer
- » International PR Specialist
- » Journalist
- » Logo Designer
- » Multimedia Specialist
- » News Editor/Writer
- » Photojournalist
- » Portrait/Wedding Photographer
- » PR Agent
- » Reporter
- » Speech Writer
- » Science Outreach Specialist
- » Social Media Content Photographer
- » Studio Product Photographer
- » Radio Announcer
- » Web Designer



**CHRISTEL PETERS**  
CLASS OF 2017 -  
PUBLIC RELATIONS  
EMPHASIS,  
RESEARCH  
COMMUNICATIONS  
COORDINATOR FOR  
UNIVERSITY OF MAINE

“Communications majors need to be life-long learners - adaptable and eager to evolve in an industry that changes yearly, monthly, daily... From writing in multiple styles to varied audiences, capturing impactful images with photography, designing visual content for marketing, to public speaking - I could not do my job and love it as much as I do without the experience and opportunities offered to me.”



@BlackHillsState



@BHSUPhoto



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DR. MARY CATON-ROSSER

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# EMPHASIS BREAKDOWN

- **GRAPHIC COMMUNICATION:** With state of the art computer design and imaging labs, students at BHSU will be well prepared for the exciting and dynamic world of graphic design and computer publishing. Graduates of this emphasis will find endless career opportunities ranging from creative/art designer, layout artist, logo designer, web designer, and more.  
**Contact [Gina.Gibson@BHSU.edu](mailto:Gina.Gibson@BHSU.edu) for more information.**
- **INTEGRATED MEDIA:** As time goes on, media's importance is on the rise. Students in Integrated Media will get the opportunity to work hands-on with various award-winning BHSU campus media programs such as BHSUmedia.com, the Jacket Journal, KBHU-TV, and more. Graduates of this emphasis will succeed in finding many career opportunities in areas ranging from radio to social media.  
**Contact [Scott.Clarke@BHSU.edu](mailto:Scott.Clarke@BHSU.edu) for more information.**
- **PHOTOGRAPHY:** With almost 50 combined years of teaching experience, the three BHSU faculty members all specialize in different areas of the photographic world. In addition to a 3000+ square foot studio space, students with an emphasis in photography get the chance to work with the best darkrooms in the state. Many BHSU photography graduates continue on to obtain their Master of Fine Arts (MFA).  
**Contact [Jerry.Rawlings@BHSU.edu](mailto:Jerry.Rawlings@BHSU.edu) or [Steve.Babbitt@BHSU.edu](mailto:Steve.Babbitt@BHSU.edu) for more information.**
- **PUBLIC RELATIONS:** Every business and organization has a need for public relations. Students in this emphasis will get the real-world opportunity to collaborate with such businesses and organizations locally, regionally, and nationally with the help of highly motivated faculty and classroom experience.  
**Contact [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) for more information.**
- **SCIENCE COMMUNICATION:** New to BHSU, students in this emphasis will merge science knowledge with mass media skills. The university offers science-based organization collaborations through the Sanford Underground Research facility both on and off campus, opening doors to a vast amount of graduate career opportunities from communication consultation to science outreach and policy.  
**Contact [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) for more information.**
- **SPORTS MEDIA:** Students in the sports media emphasis will gain specialized knowledge and skills that will be well-suited to the fast-paced and growing industry of sports news and entertainment. Hands-on experience on campus will focus on offering an integrated approach to learning media skills, including writing, audio production, photography, graphics, video, TV and radio broadcast.  
**Contact [Scott.Clarke@BHSU.edu](mailto:Scott.Clarke@BHSU.edu) for more information.**

**Q:** How does a non-traditional Mass Communication major from Black Hills State University end up working at the premier underground research facility in the U.S.?

**A:** "In my case it was through an internship. At the time the Sanford Lab communications department was looking for interns who could help produce a video about the facility. It was the professors who recommended that I apply for the internship."

**MATT KAPUST, CLASS OF 2010,  
MULTIMEDIA EMPHASIS  
CREATIVE SERVICES DIRECTOR AT SANFORD UNDERGROUND LAB**



## GET INVOLVED ON CAMPUS

### JACKET JOURNAL & BHSUMEDIA.COM

Open to all BHSU students, the Jacket Journal newspaper is an award-winning campus organization. Several 400-level labs and the Jacket Journal staff produce a hard-copy newspaper as well as the student campus media online website BHSUmedia.com. Editorial, production, photography, and advertising staff positions are available each semester.  
**Contact [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) to learn more.**

### THE BUZZ FM

Bringing the best and only alternative to Spearfish, S.D., The Buzz is the university's student-run radio station. Students from any background or major are welcome.  
**Contact [Scott.Clarke@BHSU.edu](mailto:Scott.Clarke@BHSU.edu) to learn more or tune in to 89.1 & 90.7 FM to listen.**

### KBHU-TV

Students experience television broadcasting by servicing the campus with informational and entertaining programs.  
**Contact [Scott.Clarke@BHSU.edu](mailto:Scott.Clarke@BHSU.edu) to learn more.**

### PUBLIC RELATIONS CLUB

BHSU Public Relations club is a professional development group for students focused on career enhancement, community involvement, conferencing, competition, and networking for internships and careers across the country. The group has regional and national affiliations that provide many opportunities for students to network with professional organizations, such as Public Relations Society of America.  
**Contact [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) to learn more.**

### SHUTTERBUZZ

Whether students are photography majors or simply enjoy photography as a hobby, this organization is open to all. Get involved in regional or national trips, fundraisers, and small adventures for photographers at every level. Shutterbuzz is a student-run organization that brings photographers together.  
**Contact [Skott.Chandler@BHSU.edu](mailto:Skott.Chandler@BHSU.edu) to learn more.**