

Digital Media Design & Production: Media Technologies Concentration

Associate of Applied Science Degree

Program Overview:

The media technology concentration will give students an opportunity to take courses in broadcasting, production, linear editing, and other areas of mass media. This multifaceted approach will meet the identified needs for students interested in radio, television, or print journalism while providing an overview of all aspects of media technology. This program will also include a number of courses which are transferable to senior institutions for students interested in pursuing an advanced degree while working in the industry.

How Much Can I Earn?

\$21,350-\$52,960

*wages and salary data provided by the Bureau of Labor Statistics, Tennessee Department of Labor

What Will I Do On The Job?

Responsibilities and job duties will vary according to the area of concentration in mass media.

Areas may include broadcasting, camera operation, directing, editing video, reporting, production or public relations. To view specific information on these occupations view the Occupational Outlook Handbook at www.bls.gov

What Skills Will I Use On The Job?

You will need the skills necessary to operate equipment, provide technical support, or manage operations in the communications industry. You will need knowledge of basic business skills, such as budgeting, management, and interpersonal communications. Developing your writing and public speaking skills may also be necessary.

Possible Job Titles:

Broadcast Announcer, Camera Operator/Videographer, Director, Video Editor, Public Relations, Reporter, Producer

Who Will Hire Me?

Career opportunities may be available in radio and television operations as well as media writing and public relations

Graduates work for such organizations as:

WGOW

News Channel 9

WAWL

Need More Information?

Chris Willis, Assistant Professor 423-697-3151 Chris.Willis@chattanoogastate.edu

Angela McClister, Instructor 423-697-3381 Angela.McClister@chattanoogastate.edu

Career Services & Counseling Center Student Center Room 137 ▪ 423-697-4421