

Digital Media Management



Career Development Center

college to career major map

	1ST YEAR	2ND YEAR	3RD YEAR	4TH OR FINAL YEAR
Academics	<p>Start taking LASC courses as well as foundational and core Digital Media Management courses.</p> <p>Need a little help in your classes? Look into tutoring with the Academic Support Center.</p>	<p>Take a deeper dive into the discipline of Digital Media Management. Begin considering an emphasis in Advertising & Public Relations, Graphics, Marketing, or Project Management.</p>	<p>In addition to getting your access code, schedule an appointment with your Academic Advisor to ensure you're on track for graduation.</p> <p>Take inventory of your professional goals and decide if your future will need to include graduate school. Take the necessary exams and keep track of application timelines.</p>	<p>Participate in the Student Academic Conference to showcase research, connect with employers, and to boost your resume.</p> <p>Ensure you submit your application for graduation on time.</p>
On-Campus Experience	<p>Join a major-specific student organization such as Flypaper.</p> <p>Participate in Student Life Pathways to continue growing your skills/knowledge outside of the classroom. We recommend starting with the Community Life Pathway.</p>	<p>Find an on-campus job or a part-time position in the community. Visit DragonJobs powered by Handshake, or one of the many other online job boards to find opportunities.</p> <p>Continue working on your Student Life Pathways. Try working your way through the Personal Wellness and the Equity and Inclusion paths.</p>	<p>Begin your leadership journey by applying for a student leadership position in Flypaper. Find available leadership positions on DragonJobs in early spring.</p> <p>During your third year, we suggest focusing on the Professional Success and Contribution and Influence Student Life Pathways. These will help connect you to potential employers and develop skills necessary for success post graduation.</p>	<p>Assess what experiences or skills are areas of growth for you and fill in gaps with volunteering, organizations, or part-time employment.</p> <p>Finish up your pathways and be sure to add your accomplishments to your LinkedIn and resume.</p>
Connect to the Community	<p>Start building your professional network by attending community events such as StartUp Brew Fargo as well as Career Fairs and Internship Day events on campus.</p>	<p>Join LinkedIn to begin building your professional network and online presence. Think of your profile as a virtual resume and make sure to update it regularly to reflect new jobs, research, coursework, volunteering, involvement, and skills.</p>	<p>Continue your involvement with on and off-campus events and organizations. Check out events hosted by the FMWF Chamber of Commerce, Emerging Prairie, and the Economic Development Corporation.</p> <p>Participate in one of the many experiential learning opportunities such as the Executive Mentorship Program to get connected with a local professional</p>	<p>Join professional organizations such as The American Communication Association to gain access to research, continuing education opportunities, job boards, and message boards.</p> <p>Get involved in a community organization such as the Young Professionals Network to continue building your professional network.</p>
Understand Your Career	<p>Explore your interests, skills, and values and learn about the career readiness competencies by taking the FOCUS 2, an online assessment free for all MSUM students.</p> <p>Schedule an appointment with the Career Development Center to review your FOCUS 2 results and to begin building your resume.</p>	<p>Start researching potential career paths on O*Net. Here, you will be able to find valuable information such as typical tasks associated with the profession, skills, and knowledge needed, education and licensures needed, wages and employment trends, professional organizations, and related occupations. We suggest you search for careers such as Advertising, Promotions & Marketing Manager.</p>	<p>Attend professional development-related events on-campus, and connect with faculty to learn more about the field and gain insights on how to be successful in your job search.</p> <p>Find an internship or part-time job with a local or regional business to learn the ins and outs of your chosen career. Prior to applying, schedule an appointment with the Career Development Center to help you prepare.</p>	<p>Network relentlessly! Attend the spring Career Fairs to get connected to employers looking to hire soon-to-be grads. Check DragonCentral for more information.</p> <p>Schedule appointments with a Career Coach to go over your professional documents and to prepare for upcoming interviews. And remember, once a dragon always a dragon. You have access to these services for life.</p>

Where can you go?

A degree in **Digital Media Management** can take your career in many directions. Most students choose to enter the workforce right after graduation and many continue their education after a few years in the workforce. Our students are equipped with a strong foundation for a career as a(n):

- Communications manager
- Marketing manager
- Graphic designer
- Project manager
- Project coordinator
- Advertising specialist
- Public relations specialist
- Social media coordinator

What skills will you need?

To be successful in the world of **Digital Media Management** you will need the following skills:

- analytics
- communication
- creativity
- decision making
- interpersonal
- organizational

Thankfully, through coursework, on-campus involvement, part-time employment, and internships, you will be prepared for life post-graduation.