

What Can I Do with a Major in Literature, Media, and Communication?



Overview of Major

The BS in Literature, Media, and Communication (formerly named Science, Technology, and Culture) is the oldest undergraduate degree program in the Ivan Allen College for the Liberal Arts at Georgia Tech. This program offers a thorough education in the different modes of representation that structure our increasingly technological and global world. Program graduates will have both significant theoretical and hands-on experience with novels, films, games, comic books, web pages, and scientific documents. By learning the modes of communication common to science, technology, and the humanities, LMC graduates are prepared to become leaders in education, business, professions such as medicine and law, and the arts.

Job Titles Held by Alumni

Many LMC alumni go on to graduate school in literature, communication sciences, and interactive entertainment studies or professional school in law, health, and social work. Other graduates pursue careers in fields ranging from graphic art and photography to client advocacy and medical administration to arts administration.

| Title | Employer |
|---|-----------------------------------|
| Advertising Sales Representative | ART PAPERS |
| Commerce Consultant | Bounteous |
| Communications & Events Specialist | Terrapin Beer Co. |
| Creative & Marketing Coordinator | Jamestown |
| Creative Communications Manager | Jamestown |
| Digital Graphic Designer | Rooms To Go |
| Freelance Colorist | Mostafilms |
| Game Designer | Hi-Rez Studios |
| Graphic Designer and Production Assistant | Peachtree Publishing Company Inc. |
| Junior Social Media Editor | UNICEF |
| Marketing and Communications Manager | MedShadow Foundation |
| Marketing Intern | Macmillan Learning |
| Marketing Specialist | Harps Tarps |
| Marketing Specialist, Brand Marketing | MailChimp |
| News Editor | Technique Newspaper |
| Online Editor | Technique Newspaper |
| Project Coordinator | McKinsey & Company |

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| Project Manager II | Cox Communications |
| Proposal Specialist | Allied Universal |
| Regional Marketing | Delta Air Lines |
| Sales Staff Assistant | ABRAMS |
| Senior Digital Manager | Color of Change |
| Senior Executive Administrative Assistant | The Coca-Cola Company |
| Senior Implementation Consultant | Samsara |
| Social Media Manager | Very Social |

Common Career Areas

| Area/Industry | Paths | Employers |
|-------------------------|---|--|
| Advertising & Marketing | Public Relations Social Media Management Marketing and promotions Blogging Copy Writing Account Management Research | Self-Employed (Freelance) Media Outlets Public Relations Firms Marketing Agencies Government Agencies |
| Education | Broadcast Management Production Journalism Mass Communications Media Arts | Technical Schools Public and Private High Schools |
| Film and Television | Programming Producing Promotion News reporting Editing | Major Networks Local Commercial Television Stations Public Television Stations Private Production Companies |

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|------------------------------|--|--|
| | Casting | |
| Graphic Design | Website Design and Development Signs Promotional Display Design Packaging | Design firms Product Design Divisions of Large Corporations In-House Creative Departments Advertising agencies Self-Employed (Freelance) |
| Law | Law assistance Prosecution Defense Contractual Corporate Nonprofit or Public Interest | Law Firms State and Local Government Corporations Public Interest Organizations |
| Writing/Editing & Publishing | Circulation Production Publicity Administration Technical Writing and Editing Science and Medical Writing Grant and Proposal Writing | Trade Publishing Special Interest Magazines Trade Magazines Association Magazines |

Student Organizations

- ERATO - <https://gatech.campuslabs.com/engage/organization/erato>
- Georgia Tech Organizations - <https://gatech.campuslabs.com/engage/organizations>
- North Avenue Review - <https://northavereview.com/>
- Technique - <https://nique.net>, <https://gatech.campuslabs.com/engage/organization/the-technique>
- WRECK Atlanta 91.1FM - <https://www.wrek.org/>

Campus Resources

- Student Media, Division of Student Life - <https://studentmedia.gatech.edu>
- Career Center- <https://career.gatech.edu/>
- Office of Minority Education & Development- <https://omed.gatech.edu/>
- Office of International Education- <https://oie.gatech.edu/>
- Office of Undergraduate Research - <http://www.undergradresearch.gatech.edu/>
- Pre-Graduate and Pre- Professional Advising- <http://www.prehealth.gatech.edu/pre-health-advising-welcome>
- Student Activities- <https://www.gatech.edu/life/student-activities>
- Disability Resource Center - <https://disabilityservices.gatech.edu/>

Online Resources

- Jobs & Employment
 - Federal - <https://www.usajobs.gov//>
 - State - <https://careers.state.gov/>
 - Non-Profit - <https://idealist.org/>, <https://www.devex.com/>
 - <https://www.entertainmentcareers.net/>
- ONET & Occupational Outlook Career Research
 - Homepage - <https://www.onetonline.org/>
 - Bureau of Labor and Statistics Homepage - <https://www.bls.gov/>
- Professional Associations
 - American Cinema Editors - <https://americancinemaeditors.org/>
 - American Society of Cinematographers - <https://www.theasc.com/>
 - Association for Women in Communications - <https://www.womcom.org/>
 - Association of American Publishers - <https://www.publishers.org/>
 - Society for Technical Communication - <https://www.stc.org/>
 - American Marketing Association - <https://www.ama.org/>
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- Additional Resources
 - Ivan Allen College of Liberal Arts Homepage - <https://iac.gatech.edu/>
 - School of Literature, Media, and Communication - <https://www.lmc.gatech.edu/>
 - Literature, Media, and Communication Major - <https://www.lmc.gatech.edu/programs/bs-lmc>
 - Information on Government Careers - <https://gogovernment.org/>
 - Career Interviews - <https://www.candidcareer.com/>
 - Career Intelligence - <https://access.vault.com/>