B.A. MEDIA ARTS

Each year of this plan includes milestones that support the four pillars of career development — self-discovery, exploration, experience, and action. These milestones are here to guide you, not limit you — your journey may move at a different pace, and that's completely okay.

YEAR 1 | BUILD FOUNDATIONS

- ❍ Visit Garnet Gate & the August Student Org Fair to explore and join clubs or orgs for your major
- ❍ Check your major map & verify all first-year academic grade requirements
- ❍ Examine success/support options including the Office of Student Advocacy
- ❍ Explore media arts employers online
- ❍ Review your personal brand, specific interests, & next steps with a MCAS CC
- ❍ Attend the Part-Time Job Fair & All Majors Career & Internship Fair in the fall/spring
- ❍ Explore the What Can I Do With This Major? website to discover potential career paths
- ❍ Identify your career goals and take career & personality assessments to understand your skills, interests, and values
- ❍ Apply for scholarships to support your academic and financial success
- ❍ Explore your options to see where history alumni are working & what skills they have developed
- ❍ Get involved to build your eight Career Competencies employers look for
- ❍ Meet with CC to develop a customized career plan and resume

YEAR 2 | EXPLORE POSSIBILITIES

- ❍ Consider new experiences, part-time on- or off-campus jobs, student orgs, undergraduate research, leadership roles, and The Design Studio opportunities to gain experience
- ❍ Review the Media Arts overview
- ❍ Secure a semester or summer internship to build or enhance your skills
- ❍ Join Mentorship Hub and LinkedIn to connect with USC Alum
- ❍ Visit the Career Center in TCL to review your resume and explore the Career Center Toolkit for additional career readiness resources
- ❍ Investigate Graduation with Leadership Distinction
- ❍ Explore Beyond the Classroom opportunities
- ❍ Explore MySVAD for resources, student orgs, internships, and community opportunities
- ❍ Consider Study Abroad for a new perspective
- ❍ Read up on SVAD news to stay current
- ❍ Explore companies and organizations that typically hire USC interns

YEAR 3 | FIND FOCUS

- ❍ Assess previous involvement & participate in leadership roles
- ❍ Join a club or organization to network and enhance skills
- ❍ Secure a summer internship/co-op or job shadowing experience to build on skills and enhance professionalism
- ❍ Explore trainings and interdisciplinary certifications to enhance skills and knowledge for employability
- ❍ Attend panels, workshops, on-site visits, job shadowing on-site, and informational interviews to gain confidence & grow connections
- ❍ Explore study abroad programs for a global experience
- ❍ Reflect on your experiences and skills to see what areas need more development and update your resume
- ❍ Review past career assessments to see what your top work values and skill sets are during year 3
- ❍ Maintain relationships with SVAD faculty and past employers for networking and assistance
- ❍ Start thinking about graduation plans & desired career path and work with a CC to make a game plan
- ❍ Use online resources and the Career Center to connect with alumni and employers

YEAR 4 | PREPARE FOR LAUNCH

- ❍ Reach out to professors, supervisors, and key connections to write recommendation letters or to serve as references
- ❍ Join professional groups and set job alerts for your search
- ❍ Utilize any relevant resources to network and reach out to contacts
- ❍ Research online to know more about the companies and positions you are interested in and explore career paths, job titles, and salaries
- ❍ Investigate graduate schools vs. full-time jobs and confirm your path for applications
- ❍ Verify graduation requirements and complete GLD
- ❍ Review and update your professional documents and online profiles
- ❍ Review your top skills & experiences from the last few years that are most relevant to a professional career
- ❍ Meet with a CC or PPA to create a plan for your job search, grad school applications, or gap year
- ❍ Engage in interview preparation & practice - create a document with your most relevant experiences and apply the STAR method
- ❍ Complete the Graduation Survey to share your post-grad plans

Legend

CC Career Coach
PPA Pre-Professional Advisor
Handshake
Gamecock GradStats

Revised June 2026

Career Center
UNIVERSITY OF SOUTH CAROLINA
sc.edu/career

GAMECOCK GRADSTATS DATA

Average Annual Salary of USC B.A. Media Arts Graduates*

$62,473

** 5-7 years after graduation*

Skills Employers Look for

(in no particular order)

Content Creation
Creativity
Customer Service
Digital Marketing
Graphic Design
Leadership
Marketing
Photography
Production
Project Management
Public Speaking
Social Media Management
Social Media Marketing
Videography
Web Development

DON'T FORGET THESE IMPORTANT TASKS!

- ❍ Build & update your **Handshake** profile.
- ❍ Create & update **professional documents** (resume, CV, references, etc.).
- ❍ **Schedule an appointment** with Career Coaches and/or Pre-Professional Advising staff.

DISCOVER EMPLOYERS HIRING YOUR MAJOR

CAREER CENTER TOOLS

Check out the links below and explore all the tools the Career Center has to offer.

CANDID CAREER

Candid Career is our provider for thousands of video informational interviews with industry professionals. You can get real insight on careers, as well as tips to sharpen your the job search.

CAREERSHIFT

CareerShift is an online tool that allows you to search, select and store job listings from all job boards and all company job postings. You can also find up-to-date contact information for millions of companies.

GAMECOCK GRADSTATS

Explore the possibilities! Search & view USC students' post graduation career paths: where they work, skills they use, & how much they earn.

HANDSHAKE

Handshake is the Career Center's online resource for jobs, internships, events and employer connections. Handshake is also where you can find resources and make appointments with a career coach.

INTERSTRIDE

Interstride is a one-stop-shop that empowers you to thrive internationally.

MENTORSHIP HUB

Mentorship Hub is an online platform that connects the USC community. The platform provides career support, career resources, and an opportunity to mentor or seek mentorship.

WHAT CAN I DO WITH THIS MAJOR?

Explore unexpected career possibilities for your degree and see how other students turned their major into amazing careers.

Other Campus Resource Links:

- Academic Advising
- Center for Integrative and Experiential Learning
- Leadership and Service Center
- Office of Undergraduate Studies
- Undergraduate Research

The Career Center realizes that every student has a unique journey during their time here at the University of South Carolina. All students move at different paces along different paths. We acknowledge your individual needs and will meet you at whatever stage you are in. This document is meant to serve as a milestones guide to help you plan your future and your goals.