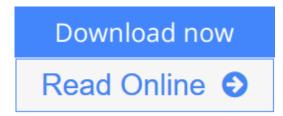


Media Career Guide: Preparing for Jobs in the 21st Century

By James Seguin



Media Career Guide: Preparing for Jobs in the 21st Century By James Seguin

The guide to getting that first media job Media Career Guide provides students with all the information they need to prepare for and conduct a successful communication-related job search. The manual includes an overview of the employment prospects for today's student and provides a comprehensive directory of media jobs including positions in print, radio, broadcast, online, new media, and advertising. In addition, guidelines walk students through the entire process — from how to research an industry or company and writing resumes to preparing for interviews and appropriate on-the-job behavior — making this an ideal resource for students.



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Editorial Review

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James Seguin is a professor of communication at Robert Morris University in Pittsburgh. He is also President of Creative Video, Inc. and has received awards for his television and video productions.

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