



CAREER INFUSED DEGREE MAP

Bachelor of Arts: Media Communications Studies

Total Credits: 120-121

The B.A. in Media Communications Studies focuses on the study and practice of journalism and all other forms of entertainment and information media from their roots in print and broadcast media to the latest platforms of digital media. The career infused degree map allows students to commit to their career exploration by aligning coursework with career readiness milestones.

FRESHMAN

CREDITS

- 3ENG 111 - English Composition I
- 3Required Core - Life and Physical Sciences
- 3Flexible Core - World Cultures and Global Issues
- 3MAT 126 - Quantitative Reasoning
- 3LEH 250 - First-year Seminar
- 15TOTAL CREDITS

1ST SEMESTER

- ☐ Activate your [Handshake](#) account to begin exploring career resources and opportunities available through your college's [Career Exploration and Development Center](#). Attend an introductory class with the Director of [AHELP](#).
- ☐ Meet with JMS Dept. Advisor (every semester) enroll in MCS Listserv/Navigate Group.
- ☐ Join a Lehman [student club](#) or [organization](#). For other opportunities (Lightning Central MM Club, The Meridian newspaper) and explore other professional associations (NCA, CMMA, American Press Institute, NAHJ, NABJ, CENCOM) to begin building your network and learn about your intended career.
- ☐ Create a resume to begin documenting your achievements. Review resume samples for your major in the Resources section of the Career Center page on Handshake.
- ☐ Enroll in free introduction to MS 365 computer skills workshops, tutoring/writing support, and/or leadership training ([Lehman IT Center](#), [Lehman Tutoring Center](#), [Office of Campus Life](#)).

2ND SEMESTER

- ☐ Create a [LinkedIn](#) account to establish your professional presence online, build industry connections, and follow developments and trends. Register for the AHELP Program cohort.
- ☐ Take the [Focus 2 Career Assessment](#) (code: Lightning), and explore [career paths](#) in public relations, digital media, broadcasting, marketing, and more: ([U.S. Bureau of Labor Statistics](#)).
- ☐ Join the [Lehman College Radio Station](#) (still in operation, but continue to check for updates).
- ☐ Start your digital profile with writing or media samples (Wix, Word Press or Adobe Portfolio, Canva, Anchor, Spotify for Creators, Squarespace) and start collecting class projects, blog posts, or videos to upload to your profile.
- ☐ Attend a “Careers in Media” panel or speaker event (Future Now, IRTS Future Media Leaders Career, Center for Communications).
- ☐ Draft a basic cover letter.

SOPHOMORE

CREDITS

- 3General Education Foreign Languauge Option
- 3Flexible Core - Creative Expression
- 3Flexible Core - Scientific World
- 3FTS 212 - Introduction to Film and Television
- 3MCS 214 - Introduction to Media and Digital Culture
- CED 102 - Introduction to Career Development
(**Note:** This course is optional)
- 15TOTAL CREDITS

1ST SEMESTER

- ☐ Create and maintain Blog or Online journal relating to an interest.
- ☐ Learn Adobe Creative Suite or Canva through [LinkedIn Learning](#) (free with CUNY Login).
- ☐ Apply for summer internships at the major media houses (WNYC, BronxNet, [PR firms](#), [Lehman](#), PRSSA, [Parker Dewey](#)) or summer intensive (Bard NYC) or fellowship (Alliance for Women in Media) Apply for opportunities via the AHELP Program's established partnerships.
- ☐ Join the [Lehman Multimedia Center](#) or volunteer for media production.
- ☐ Attend the ‘Master the Art of Interviewing’ workshop to learn the fundamentals of interviewing for internships and entry-level jobs. Register on Handshake.
- ☐ Find a mentor you can check in with periodically.

2ND SEMESTER

- 3General Education Foreign Language Option
- 3Flexible Core - Any Area
- 3MCS 220 - Introduction to Public Relations
- 3Elective
- 3Elective
- 3JNR 370 - Internship I
(**Note:** This class can also be repeated in Senior Year)
- 15TOTAL CREDITS

- ☐ Conduct an informational interview and build a PR writing sample ([PR Newswire](#)).
- ☐ Meet with faculty or academic [advisor](#) to apply to internship opportunities via the [School of Arts and Humanities](#). Schedule an appointment with the [Internship Specialist](#) to explore other options.
- ☐ Meet with your [Career Specialist](#) to work on your resume to add related accomplishments.
- ☐ Attend the Lehman Spring Career Fair.
- ☐ Take a leadership role in a club or project.



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ACADEMICS

CAREER READINESS

CREDITS

- 3 LEH 352 - Studies in Literature **OR**
LEH 353 - Studies in the Arts **OR**
LEH 354 - Studies in Historical Studies **OR**
LEH 355 - Studies in Philosophy, Theory and Abstract Thinking
- 3 MCS 244 - Communication in Society
- 3 MCS 300 Corporate Communication
- 3 MCS 307 - Media Industries I
- 3 Minor or Certificate Course I

15 TOTAL CREDITS

1ST SEMESTER

- ☐ Attend career fairs and industry conferences to network with professionals and meet recruiters. ([Digital Marketing Conference](#), [The Conference Board](#), [Media Conferences in New York 2025, 2026, 2027](#))
- ☐ Mark your calendar and register for the annual fall CEDC Internship Fair at Lehman.
- ☐ Meet with your CEDC Career Specialist to practice your elevator pitch and update your resume and cover letter. Apply for opportunities via the AHELP Program's established partnerships.
- ☐ Attend the 'Networking Strategies' workshop on [Handshake](#) and widen your network of contacts across Lehman and platforms like LinkedIn.
- ☐ Request letters of recommendation from professors or supervisors if pursuing graduate study, begin exploring the process for [applying to graduate school](#).

2ND SEMESTER

- 3 LEH 352 - Studies in Literature **OR**
LEH 353 - Studies in the Arts **OR**
LEH 354 - Studies in Historical Studies **OR**
LEH 355 - Studies in Philosophy, Theory and Abstract Thinking
- 3 MCS 308 - Media Industries II
- 3 MCS 334 - The Documentary
- 3 MCS 347 - Advertising
- 3 Minor Certificate Course II
- 3 JNR 470 - Internship II
(**Note:** This class can be repeated in Senior Year)

15 TOTAL CREDITS

- ☐ Mark your calendar and register for the annual spring CEDC Job & Internship Fair at Lehman.
- ☐ Add new work samples to your portfolio + website (Wix, Word Press or Adobe Portfolio, Canva, Anchor, Spotify for Creators, Squarespace).
- ☐ Attend a film/media networking event ([Adweek](#)).
- ☐ Begin reviewing job descriptions to prepare for your job search. Apply for opportunities via the AHELP Program's established partnerships.

CREDITS

- 3 FTS or JRN or MCS Elective
- 3 FTS 420 - Cinema Aesthetics and Criticism
- 3 Elective
- 3 Elective
- 3 Minor or Certificate Course III

15 TOTAL CREDITS

1ST SEMESTER

- ☐ Meet with your Career Specialist for full-time job search preparation: finalize your professional resume and cover letter and prepare for interviews.
- ☐ Upload a finalized media portfolio (Wix, Word Press, or Adobe Portfolio, Canva, Anchor, Spotify for Creators, Squarespace)
- ☐ Keep applying for fellowships or start searching for jobs ([Lehman](#), [Media Bistro](#), [Mandy](#), [Production HUB](#)). Apply for opportunities via the AHELP Program's established partnerships.
- ☐ As graduation nears, reconnect with mentors for career advice, job leads, references, and continued mentorship post-graduation.
- ☐ If applicable, begin drafting your application materials and identify your faculty references for graduate or other postgraduate opportunities.

2ND SEMESTER

- 3 MCS 481 - Independent Project in Media Communications Studies **OR**
MCS 491 - Honors Tutorial in Media Communications Studies **AND** MCS 492 - Honors Colloquium in Media Communications Studies (Only offered for qualified student)
- 1
- 3 Minor or Certificate Course IV
- 3 Elective
- 3 Elective
- 3 Elective

15 - 16 TOTAL CREDITS

- ☐ Finalize digital media projects, including a professional website and original video content, to demonstrate technical, creative, and strategic communication skills for prospective employers.
- ☐ Apply for jobs or fellowships. Record your progress and remember to follow up on your applications.
- ☐ Apply for opportunities via the AHELP Program's established partnership.
- ☐ Join the [Lehman Alumni Network](#) and [CUNY Alumni Network](#) and [JMS Alum Network](#) for valuable career resources and continuous support.
- ☐ Complete the Cap and Gown Survey in CUNYfirst.
- ☐ If applicable, complete the process of applying to graduate school.