

## **Market Analysis for Journalism/Mass Communication**

*Prepared by the Office of Research  
Teaming to Serve Research Needs of the College  
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## Introduction

There are ten local two-year colleges that compete with Harper College's Journalism/Mass Communication program. Included in this report is a list of competitor colleges that offer a similar program. In addition, local, state, and national employment projections and wage data for related positions are provided. The list of competitor colleges within a 50 mile radius was obtained through the IPEDS – COOL website (<http://www.nces.ed.gov/ipeds/cool>) and college-specific program information was obtained from each identified college's website.

**Table 1: Journalism/Mass Communication Competitor Colleges (within 50 mile radius)**

Major Competitor	Length of Program	Credit hour (\$)
Harold Washington College (City College of Chicago) – Chicago, IL	<b>AAS</b> – Commercial Art, 62 credits.	\$72/credit; \$180.83/credit (out-of-district)
Kennedy-King College (City College of Chicago) – Chicago, IL	<b>AAS</b> – Commercial Art, 62 credits. <b>AAS</b> – Graphic Communications, 62 credits. <b>AAS</b> – Radio & TV Broadcasting, 60 credits. <b>Advanced Certificate</b> – Graphic Communications, 30 credits. <b>Advanced Certificate</b> – Radio & TV Broadcasting, 30 credits. <b>Basic Certificate</b> – Commercial Art, 23 credits. <b>Basic Certificate</b> – Electronic Prepress Publishing Graphic Communications, 21 credits. <b>Basic Certificate</b> – General Graphic Communications, 15 credits. <b>Basic Certificate</b> – Radio Production, 15 credits. <b>Basic Certificate</b> – Television Production, 15 credits. <b>Basic Certificate</b> – Offset Press Graphic Communications, 10 credits. <b>Basic Certificate</b> – Communication Arts Photography, 8 credits.	\$72/credit; \$180.83/credit (out-of-district)
Richard J. Daley College (City College of Chicago) – Chicago, IL	<b>AAS</b> – Communication Arts, 62 credits. <b>Advanced Certificate</b> – Communication Arts, 31 credits. <b>Advanced Certificate</b> – Communication Arts Photography, 30 credits.	\$72/credit; \$180.83/credit (out-of-district)
Wilbur Wright College (City College of Chicago) – Chicago, IL	<b>Basic Certificate</b> – Communication Arts Photography, 8 credits.	\$72/credit; \$180.83/credit (out-of-district)
College of DuPage – Glen Ellyn, IL	<b>AAS</b> – Film/Video Production, 64-67 credits. <b>AAS</b> – Television Production, 64-67 credits. <b>Certificate</b> – Motion Picture/Television, 44 credits. <b>Certificate</b> – Advertising, Design, and Illustration Foundation, 24 credits. <b>Certificate</b> – Advertising Design, 24 credits.	\$96/credit; \$223/credit (out-of-district)

**Table 1: Continued**

College of Lake County – Grayslake, IL	<b>AAS</b> – Multimedia Communications, 64 credits. <b>Certificate</b> – Multimedia Communications, 36 credits.	\$80/credit; \$205/credit (out-of-district)
Elgin Community College – Elgin, IL	<b>AAS</b> – Multimedia Design, 71 credits.	\$84/credit; \$276.93/credit (out-of-district)
Prairie State College – Chicago Heights, IL	<b>AAS</b> – Graphic Communications, 62 credits. <b>AA</b> – Mass Communication, 62 credits.	\$82/credit; \$239/credit (out-of-district)
South Suburban College – South Holland, IL	<b>AA</b> – Media Studies/Journalism, 62 credits. <b>AA</b> – Multimedia, 62 credits. <b>AA</b> – Radio & TV, 62 credits.	\$87/credit; \$265/credit (out-of-district)
Waubonsee Community College – Sugar Grove, IL	<b>AAS</b> – Mass Communication, 64 credits. <b>AA</b> – Mass Communication, 63-65 credits. <b>AS</b> – Mass Communication, 63-65 credits. <b>Certificate</b> – Mass Communication, 24 credits.	\$70/credit; \$211.81/credit (out-of-district)

**Table 2: Journalism/Mass Communication Employment Projections**

<b>Chicago PMSA*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012</b>		<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
				<b>Number</b>	<b>% Change</b>			
27-1011	Art Directors	3,061	3,326	265	8.66	26	66	92
27-3020	News Analysts, Reporters, and Correspondents	1,877	1,964	87	4.65	9	45	54
27-3031	Public Relations Specialists	3,629	4,476	847	23.32	85	52	137
27-3041	Editors	4,625	4,947	322	6.97	32	112	144
27-3099	Media and Communication Workers, All Other	2,018	2,203	185	9.16	18	24	42
<b>Cook County*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012</b>		<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
				<b>Number</b>	<b>% Change</b>			
27-1011	Art Directors	2,329	2,526	197	8.44	20	51	71
27-3020	News Analysts, Reporters, and Correspondents	1,550	1,630	80	5.15	8	38	46
27-3031	Public Relations Specialists	2,819	3,459	640	22.70	64	41	105
27-3041	Editors	3,549	3,767	218	6.16	22	86	108
27-3099	Media and Communication Workers, All Other	1,550	1,682	132	8.52	13	19	32

\*Employment projections are from <http://www.ilworkinfo.com>

**Table 2: Continued**

<b>DuPage County*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012 Number</b>	<b>% Change</b>	<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
27-1011	Art Directors	419	461	42	9.96	4	9	13
27-3020	News Analysts, Reporters, and Correspondents	176	186	10	5.81	1	4	5
27-3031	Public Relations Specialists	480	620	140	29.27	14	7	21
27-3041	Editors	636	725	89	14.07	9	15	24
27-3099	Media and Communication Workers, All Other	266	307	41	15.38	4	3	7
<b>Lake County*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012 Number</b>	<b>% Change</b>	<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
27-1011	Art Directors	257	278	22	8.37	2	6	8
27-3020	News Analysts, Reporters, and Correspondents	95	97	2	1.69	0	2	2
27-3031	Public Relations Specialists	252	325	72	28.73	7	4	11
27-3041	Editors	344	377	33	9.49	3	8	11
27-3099	Media and Communication Workers, All Other	144	159	15	10.39	1	2	3

\*Employment projections are from <http://www.ilworkinfo.com>

**Table 2: Continued**

<b>McHenry County*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012 Number</b>	<b>% Change</b>	<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
27-1011	Art Directors	115	130	14	12.32	1	2	3
27-3020	News Analysts, Reporters, and Correspondents	36	36	1	1.79	0	1	1
27-3031	Public Relations Specialists	58	72	14	24.95	1	1	2
27-3041	Editors	95	101	6	6.25	1	2	3
27-3099	Media and Communication Workers, All Other	45	49	4	9.47	0	1	1
<b>Statewide*</b>		<b>Employment</b>		<b>Employment Change</b>		<b>Average Yearly Job Openings</b>		
<b>SOC CODE</b>	<b>Occupation Title</b>	<b>2002 Number</b>	<b>2012 Number</b>	<b>2002 – 2012 Number</b>	<b>% Change</b>	<b>Due to New</b>	<b>Due to Replacements</b>	<b>Average Yearly Total</b>
27-1011	Art Directors	4,276	4,646	370	8.65	37	93	130
27-3020	News Analysts, Reporters, and Correspondents	3,130	3,234	104	3.32	10	76	86
27-3031	Public Relations Specialists	5,263	6,412	1,149	21.83	115	76	191
27-3041	Editors	7,507	7,922	415	5.53	42	182	223
27-3099	Media and Communication Workers, All Other	3,061	3,315	254	8.30	25	37	62

\*Employment projections are from <http://www.ilworkinfo.com>

**Table 2: Continued**

National**		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014 Change	% Change	Due to New	Due to Replacements	Average Yearly Total***
27-1011	Art Directors	70,815	78,961	8,146	11.5	N/A	N/A	2,000
27-3021	Broadcast News Analysts	7,591	7,916	325	4.3	N/A	N/A	0
27-3022	Reporters and Correspondents	56,289	59,059	2,770	4.9	N/A	N/A	2,000
27-3031	Public Relations Specialists	187,567	230,505	42,938	22.9	N/A	N/A	7,000
27-3041	Editors	127,258	146,056	18,798	14.8	N/A	N/A	5,000
27-3099	Media and Communication Workers, All Other	39,489	45,685	6,196	15.7	N/A	N/A	1,000

\*\*Employment projections are from <http://www.bls.gov>

\*\*\*Estimate of average yearly job opening due to new jobs and net replacement needs.

**Table 3: Journalism/Mass Communication Wage Data**

<b>Chicago PMSA*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>
27-1011	Art Directors	\$21.88	\$45,514	\$33.07	\$68,796	\$46.14	\$95,974
27-3021	Broadcast News Analysts	\$12.53	\$26,063	\$24.29	\$50,523	\$48.62	\$101,137
27-3022	Reporters and Correspondents	\$9.97	\$20,728	\$14.77	\$30,732	\$23.35	\$48,566
27-3031	Public Relations Specialists	\$13.45	\$27,982	\$20.71	\$43,072	\$28.03	\$58,303
27-3041	Editors	\$16.66	\$34,728	\$23.81	\$49,525	\$30.92	\$64,327
27-3099	Media and Communication Workers, All Other	\$12.19	\$25,368	\$19.64	\$40,847	\$24.83	\$51,650
<b>Cook County*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>
27-1011	Art Directors	\$22.54	\$46,876	\$32.47	\$67,545	\$47.67	\$99,155
27-3020	News Analysts, Reporters, and Correspondents	\$9.30	\$19,343	\$14.08	\$29,301	\$23.96	\$49,842
27-3031	Public Relations Specialists	\$15.53	\$32,317	\$21.20	\$44,094	\$26.02	\$54,123
27-3041	Editors	\$15.94	\$33,152	\$22.91	\$47,653	\$29.90	\$62,203
27-3099	Media and Communication Workers, All Other	\$12.36	\$25,710	\$18.79	\$39,083	\$23.79	\$49,487
<b>DuPage County*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>
27-1011	Art Directors	\$25.39	\$52,813	\$38.58	\$80,262	\$41.77	\$86,883
27-3020	News Analysts, Reporters, and Correspondents	\$12.24	\$25,463	\$15.45	\$32,145	\$18.48	\$38,435
27-3031	Public Relations Specialists	\$11.63	\$24,184	\$19.66	\$40,885	\$25.06	\$52,123
27-3041	Editors	\$17.04	\$35,444	\$27.46	\$57,127	\$40.35	\$83,937
27-3099	Media and Communication Workers, All Other	\$10.32	\$21,449	\$16.53	\$34,381	\$22.20	\$46,172

\*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2005 for Chicago and Illinois and 2nd quarter of 2004 for collar counties)

**Table 3: Continued**

<b>Lake County*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>
27-1011	Art Directors	\$23.29	\$48,445	\$30.66	\$63,787	\$35.48	\$73,787
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	N/A	N/A	N/A	N/A	N/A	N/A
27-3031	Public Relations Specialists	\$14.51	\$30,184	\$21.69	\$45,102	\$26.83	\$55,790
27-3041	Editors	\$15.30	\$31,827	\$22.23	\$46,228	\$28.12	\$58,490
27-3099	Media and Communication Workers, All Other	N/A	N/A	N/A	N/A	N/A	N/A
<b>McHenry County*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Annual</b>
27-1011	Art Directors	\$20.16	\$41,937	\$23.82	\$49,555	\$24.60	\$51,165
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	N/A	N/A	N/A	N/A	N/A	N/A
27-3031	Public Relations Specialists	\$15.45	\$32,135	\$28.35	\$58,964	\$29.67	\$61,712
27-3041	Editors	N/A	N/A	N/A	N/A	N/A	N/A
27-3099	Media and Communication Workers, All Other	N/A	N/A	N/A	N/A	N/A	N/A
<b>Statewide*</b>							
<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Entry Wage</b>		<b>Median Wage</b>		<b>Experienced Wage</b>	
		<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>	<b>Hourly</b>	<b>Annual</b>	<b>Hourly</b>
27-1011	Art Directors	\$19.83	\$41,249	\$31.81	\$66,172	\$43.43	\$90,331
27-3021	Broadcast News Analysts	\$8.96	\$18,635	\$15.51	\$32,257	\$33.80	\$70,301
27-3022	Reporters and Correspondents	\$9.44	\$19,629	\$13.76	\$28,614	\$22.46	\$46,706
27-3031	Public Relations Specialists	\$13.20	\$27,473	\$20.35	\$42,318	\$27.15	\$56,466
27-3041	Editors	\$14.56	\$30,271	\$22.41	\$46,607	\$29.44	\$61,227
27-3099	Media and Communication Workers, All Other	\$11.72	\$24,375	\$19.48	\$40,524	\$24.85	\$51,696

\*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2005 for Chicago and Illinois and 2nd quarter of 2004 for collar counties)

**Table 3: Continued**

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**National\*\***

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<b>SOC CODE</b>	<b>Occupational Title</b>	<b>Median Hourly</b>	<b>Mean Hourly</b>	<b>Mean Annual</b>	<b>Mean RSE***</b>
27-1011	Art Directors	\$30.75	\$35.48	\$73,790	1.0%
27-3021	Broadcast News Analysts	\$20.58	\$30.73	\$63,920	2.5%
27-3022	Reporters and Correspondents	\$15.52	\$19.41	\$40,370	1.5%
27-3031	Public Relations Specialists	\$21.64	\$24.56	\$51,080	0.6%
27-3041	Editors	\$21.88	\$24.88	\$51,750	0.9%
27-3099	Media and Communication Workers, All Other	\$20.14	\$22.13	\$46,030	2.1%

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\*\*National wage information from <http://www.bls.gov> (as of May 2005)

\*\*\*RSE – Relative Standard Error