

B.A. Communication Advertising & PR emphasis

2020-21

WEBSITE

<https://www.swau.edu/communication>

DEPARTMENT PERSONNEL

Chair

Richard Brett Hadley, M.F.A

Faculty

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LOCATION

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Southwestern Adventist University's Communication Department offers three emphasis areas of study: 1) Advertising & Public Relations, 2) Online Media, and 3) Radio-TV-Film. Our department prepares students to be effective Christian communicators. This includes developing skills in personal interaction, writing, creating media content, and managing the elements of communication technology. In addition, students will learn about the newest forms of convergence and interaction in the areas of radio, television, film, online media, advertising, and public relations, including photography and social media. Communication majors receive hands-on experience in our Mac Lab, our three audio/video editing suites as well as our radio and television stations.

Job Market

The communication job market is very broad. Just a few positions Southwestern communication graduates have held include hospital vice president, graphic artist, television producer, newspaper editor, radio station manager, photographer, public relations director, television news reporter, and author. Our graduates who have gone on to graduate school have done so very successfully, entering careers in law, business, and pastoral ministry

Job Outlook

The job outlook in the broad communication field is very bright. More companies are hiring, and students aren't just finding good opportunities, some are weighing multiple offers. Internships often turn into full-time positions

Earnings

Earnings potential for graduates with communication degrees varies widely depending on many factors including the geographic location, the industry you choose, position, skills, and experience. According to the U.S. Bureau of Labor Statistics (May, 2019), the median annual income for advertising and promotions managers is \$135,900, while public relations and fundraising managers earn a median annual wage of \$116,180.

Most entry-level positions in the many fields of communication may be obtained with an undergraduate degree. However, a graduate degree in communication will often provide career advantages



Item #	Title	Credits
COMM 110	Communication Media	3
	COMM 115 or COMM 137	3
COMM 127	Photo and Graphic Editing	3
COMM 224	Photography	3
COMM 241	Public Relations	3
COMM 261	Media Writing I	3
	COMM 335 or COMM 343	3
COMM 351	Advertising	3
	COMM 431 or COMM 451	3
COMM 442	Applied Advertising and Public Relations	3
COMM 481	Senior Portfolio Seminar	1
	Sub-Total Credits	31

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester

Item #	Title	Credits
	Beginning Language Requirement	4
COMM 110	Communication Media	3
COMM 127	Photo and Graphic Editing	3
ENGL 121	Freshman Composition	3
UNIV 111	Wellness for Life	2
	Sub-Total Credits	15

First Year Second Semester

Item #	Title	Credits
	Beginning Language Requirement	4
COMM 111	Speech	3
COMM 137	Media Techniques	3
	Mathematics GE Curriculum Guide	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

Second Year First Semester

Item #	Title	Credits
COMM 241	Public Relations	3
ENGL 220	Research Writing	3
	Intermediate Language Requirement	3
	Kinesiology GE Curriculum Guide	1
	Life and Physical Science GE Curriculum Guide	4
	Sub-Total Credits	14

Second Year Second Semester

Item #	Title	Credits
	Fine Arts GE Curriculum Guide	3
	History GE Curriculum Guide	3
	Intermediate Language Requirement	3
	Life and Physical Science GE Curriculum Guide	4
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

Third Year First Semester

Item #	Title	Credits
COMM 224	Photography	3
COMM 261	Media Writing I	3
COMM 343	Visual Communication	3
	Literature GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

Third Year Second Semester

Item #	Title	Credits
COMM 335	Persuasion	3
COMM 351	Advertising	3
	Minor Elective	3
	Religion GE Curriculum Guide	3
	Social Science GE Curriculum Guide	3
	Sub-Total Credits	15

Fourth Year First Semester

Item #	Title	Credits
COMM 442	Applied Advertising and Public Relations	3
	Electives for 120	3
	Electives for 120	3
	History GE Curriculum Guide	3
	Minor Elective	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
COMM 431	Media Law and Ethics	3
COMM 481	Senior Portfolio Seminar	1
	Electives for 120	3
	Minor Elective	3
	Minor Elective	3
	Sub-Total Credits	13

June 2020

Southwestern Adventist University—Office of Academic Administration