

B.A. Communication Concentration in Advertising & PR

2023-24

WEBSITE

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

DEPARTMENT PERSONNEL

Chair

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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 115 or COMM 137	3
COMM 127	Graphic Design	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	PR Campaign Planning and Execution	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			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
	Beginning Language Requirement	4		Beginning Language Requirement	4
COMM 127	Graphic Design	3	COMM 111	Speech	3
ENGL 121	Freshman Composition	3	COMM 137	Mobile and Emerging Media Production	3
KINT 112	Whole-Person Wellness	2		Mathematics GE Curriculum Guide	3
	Sub-Total Credits	15		Religion GE Requirement	3
				Sub-Total Credits	16
Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 241	Public Relations	3		Fine Arts GE Requirement	3
ENGL 220	Research Writing	3		History GE Requirement	3
	Intermediate Language Requirement	3		Intermediate Language Requirement	3
	Kinesiology GE Requirement	1		Life and Physical Science GE Requirement	4
	Life and Physical Science GE Requirement	4		Religion GE Requirement	3
	Sub-Total Credits	14		Sub-Total Credits	16
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 224	Photography	3	COMM 335	Persuasion	3
COMM 261	Media Writing I	3	COMM 351	Advertising	3
COMM 343	Visual Communication	3		Minor Elective	3
	Literature GE Requirement	3		Religion GE Requirement	3
	Kinesiology GE Requirement	1		Social Science GE Curriculum Guide	3
	Religion GE Requirement	3		Sub-Total Credits	15
	Sub-Total Credits	16			
Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 442	PR Campaign Planning and Execution	3	COMM 431	Media Law and Ethics	3
	Elective Course for 120	3	COMM 481	Senior Portfolio Seminar	1
	Elective Course for 120	3		Elective Course for 120	3
	History GE Requirement	3		Minor Elective	3
	Minor Elective	3		Minor Elective	3
	Sub-Total Credits	15		Sub-Total Credits	13