

## B.A. Communication Online Media emphasis

2023-24

### WEBSITE

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

### DEPARTMENT PERSONNEL

#### *Chair*

Richard Brett Hadley, M.F.A

#### *Faculty*

Alison Hill, M.A.

Tamara Watson, M.A.

#### *Adjunct Faculty*

Chris Combest, M.L.A.

Glen Robinson, Ph.D

David Pollock, M.A.

### LOCATION

Pechero Hall

### CONTACT

[admissions@swau.edu](mailto:admissions@swau.edu)

[rbhadley@swau.edu](mailto:rbhadley@swau.edu)

(817) 202-6776

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 editors is \$61,370, while writers and authors earn a median annual wage of \$63,200. Technical writers earn a median annual income of \$72,850.

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 125 | Audio Production                     | 3       |
| COMM 127 | Graphic Design                       | 3       |
| COMM 137 | Mobile and Emerging Media Production | 3       |
| COMM 224 | Photography                          | 3       |
| COMM 261 | Media Writing I                      | 3       |
| COMM 270 | Social Media Strategy                | 3       |
| COMM 335 | Persuasion                           | 3       |
| COMM 361 | Media Writing II                     | 3       |
| COMM 431 | Media Law and Ethics                 | 3       |
| COMM 451 | Communication Theory                 | 3       |
| COMM 481 | Senior Portfolio Seminar             | 1       |
|          | B.A. Online Media Cognate            | 3       |
|          | Sub-Total Credits                    | 37      |

# 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 110                   | Communication Media                      | 3       | COMM 111                    | Speech                                   | 3       |
| COMM 127                   | Graphic Design                           | 3       | COMM 137                    | Mobile and Emerging Media Production     | 3       |
| ENGL 121                   | Freshman Composition                     | 3       |                             | Mathematics GE Curriculum Guide          | 3       |
| UNIV 111                   | Wellness for Life                        | 2       |                             | Religion GE Requirement                  | 3       |
|                            | Sub-Total Credits                        | 15      |                             | Sub-Total Credits                        | 16      |
| Second Year First Semester |  |         | Second Year Second Semester |  |         |
| Item #                     | Title                                    | Credits | Item #                      | Title                                    | Credits |
| COMM 125                   | Audio Production                         | 3       |                             | Intermediate Language Requirement        | 3       |
| COMM 261                   | Media Writing I                          | 3       |                             | Life and Physical Science GE Requirement | 4       |
| ENGL 220                   | Research Writing                         | 3       |                             | Literature GE Requirement                | 3       |
|                            | Kinesiology GE Requirement               | 1       |                             | Minor Elective                           | 3       |
|                            | Intermediate Language Requirement        | 3       |                             | Religion GE Requirement                  | 3       |
|                            | Life and Physical Science GE Requirement | 4       |                             | Sub-Total Credits                        | 16      |
|                            | Sub-Total Credits                        | 17      |                             |  |         |
| Third Year First Semester  |  |         | Third Year Second Semester  |  |         |
| Item #                     | Title                                    | Credits | Item #                      | Title                                    | Credits |
| COMM 224                   | Photography                              | 3       | COMM 335                    | Persuasion                               | 3       |
| COMM 270                   | Social Media Strategy                    | 3       | COMM 361                    | Media Writing II                         | 3       |
|                            | History GE Requirement                   | 3       |                             | History GE Requirement                   | 3       |
|                            | Kinesiology GE Requirement               | 1       |                             | Minor Elective                           | 3       |
|                            | Minor Elective                           | 3       |                             | Sub-Total Credits                        | 12      |
|                            | Religion GE Requirement                  | 3       |                             |  |         |
|                            | Sub-Total Credits                        | 16      |                             |  |         |
| Fourth Year First Semester |  |         | Fourth Year Second Semester |  |         |
| Item #                     | Title                                    | Credits | Item #                      | Title                                    | Credits |
| COMM 431                   | Media Law and Ethics                     | 3       | COMM 451                    | Communication Theory                     | 3       |
|                            | Fine Arts GE Requirement                 | 3       | COMM 481                    | Senior Portfolio Seminar                 | 1       |
|                            | Minor Elective                           | 3       |                             | Minor Elective                           | 3       |
| MKTG 343                   | Principles of Marketing                  | 3       |                             | Minor Elective                           | 3       |
|                            | Religion GE Requirement                  | 3       |                             | Social Science GE Curriculum Guide       | 3       |
|                            | Sub-Total Credits                        | 15      |                             | Sub-Total Credits                        | 13      |