

B.A. Communication Online Media emphasis

2020-21

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 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	Photo and Graphic Editing	3
COMM 137	Media Techniques	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	Photo and Graphic Editing	3	COMM 137	Media Techniques	3
ENGL 121	Freshman Composition	3		Mathematics GE Curriculum Guide	3
UNIV 111	Wellness for Life	2		Religion GE Curriculum Guide	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 Curriculum Guide	4
ENGL 220	Research Writing	3		Literature GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1		Minor Elective	3
	Intermediate Language Requirement	3		Religion GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	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 Curriculum Guide	3		History GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1		Minor Elective	3
	Minor Elective	3		Sub-Total Credits	12
	Religion GE Curriculum Guide	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 Curriculum Guide	3	COMM 481	Senior Portfolio Seminar	1
	Minor Elective	3		Minor Elective	3
MKTG 343	Principles of Marketing	3		Minor Elective	3
	Religion GE Curriculum Guide	3		Social Science GE Curriculum Guide	3
	Sub-Total Credits	15		Sub-Total Credits	13