

B.A. Communication Online Media emphasis

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 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

Item #	Title	Credits
	Beginning Language Requirement	4
COMM 110	Communication Media	3
COMM 127	Graphic Design	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	Mobile and Emerging Media Production	3
	Mathematics GE Curriculum Guide	3
	Religion GE Requirement	3
	Sub-Total Credits	16

Second Year First Semester

Item #	Title	Credits
COMM 125	Audio Production	3
COMM 261	Media Writing I	3
ENGL 220	Research Writing	3
	Kinesiology GE Requirement	1
	Intermediate Language Requirement	3
	Life and Physical Science GE Requirement	4
	Sub-Total Credits	17

Second Year Second Semester

Item #	Title	Credits
	Intermediate Language Requirement	3
	Life and Physical Science GE Requirement	4
	Literature GE Requirement	3
	Minor Elective	3
	Religion GE Requirement	3
	Sub-Total Credits	16

Third Year First Semester

Item #	Title	Credits
COMM 224	Photography	3
COMM 270	Social Media Strategy	3
	History GE Requirement	3
	Kinesiology GE Requirement	1
	Minor Elective	3
	Religion GE Requirement	3
	Sub-Total Credits	16

Third Year Second Semester

Item #	Title	Credits
COMM 335	Persuasion	3
COMM 361	Media Writing II	3
	History GE Requirement	3
	Minor Elective	3
	Sub-Total Credits	12

Fourth Year First Semester

Item #	Title	Credits
COMM 431	Media Law and Ethics	3
	Fine Arts GE Requirement	3
	Minor Elective	3
MKTG 343	Principles of Marketing	3
	Religion GE Requirement	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
COMM 451	Communication Theory	3
COMM 481	Senior Portfolio Seminar	1
	Minor Elective	3
	Minor Elective	3
	Social Science GE Curriculum Guide	3
	Sub-Total Credits	13

June 2023

Southwestern Adventist University—Office of Academic Administration