

B.S. Communication Advertising & PR 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 Emphasis, 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	Group Communication	3
COMM 127	Graphic Design	3
COMM 137	Mobile and Emerging Media Production	3
COMM 224	Photography	3
COMM 233	Interpersonal Communication	3
COMM 241	Public Relations	3
COMM 261	Media Writing I	3
COMM 335	Persuasion	3
COMM 343	Visual Communication	3
COMM 351	Advertising	3
COMM 361	Media Writing II	3
COMM 381	Development	3
COMM 431	Media Law and Ethics	3
COMM 442	PR Campaign Planning and Execution	3
COMM 451	Communication Theory	3
COMM 481	Senior Portfolio Seminar	1
	Sub-Total Credits	49

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
COMM 110	Communication Media	3	COMM 115	Group Communication	3
COMM 111	Speech	3	COMM 137	Mobile and Emerging Media Production	3
COMM 127	Graphic Design	3		Kinesiology GE Requirement	1
ENGL 121	Freshman Composition	3		Mathematics GE Curriculum Guide	3
	Kinesiology GE Requirement	1		Religion GE Requirement	3
UNIV 111	Wellness for Life	2		Sub-Total Credits	13
	Sub-Total Credits	15			
Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 241	Public Relations	3		Elective Course for 120	3
COMM 261	Media Writing I	3		Fine Arts GE Requirement	3
COMM 224	Photography	3		History GE Requirement	3
ENGL 220	Research Writing	3		Life and Physical Science GE Requirement	4
	Life and Physical Science GE Requirement	4		Religion GE Requirement	3
	Sub-Total Credits	16		Sub-Total Credits	16
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 343	Visual Communication	3	COMM 233	Interpersonal Communication	3
	Elective Course for 120	3	COMM 351	Advertising	3
	History GE Requirement	3	COMM 361	Media Writing II	3
	Kinesiology GE Requirement	1	COMM 451	Communication Theory	3
	Literature GE Requirement	3		Elective Course for 120	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 381	Development	3	COMM 335	Persuasion	3
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
	Religion GE Requirement	3		Elective Course for 120	3
	Social Science GE Curriculum Guide	3		Elective Course for 120	3
	Sub-Total Credits	15		Elective Course for 120	3
				Sub-Total Credits	16