

B.S. 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 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.



Communication Core			Choose COMM 332 or COMM 351		
Item #	Title	Credits	Item #	Title	Credits
COMM 112	Announcing	3	COMM 332	Media Management	3
COMM 125	Audio Production	3	COMM 351	Advertising	3
COMM 127	Graphic Design	3		Sub-Total Credits	3
COMM 137	Mobile and Emerging Media Production	3	Advertising & PR Concentration		
COMM 224	Photography	3	Item #	Title	Credits
COMM 237	Video Production I	3	COMM 115	Group Communication	3
COMM 261	Media Writing I	3	COMM 241	Public Relations	3
COMM 270	Social Media Strategy	3	COMM 381	Development	3
COMM 335	Persuasion	3	COMM 442	PR Campaign Planning and Execution	3
COMM 343	Visual Communication	3		Sub-Total Credits	12
COMM 361	Media Writing II	3			
COMM 431	Media Law and Ethics	3			
COMM 481	Senior Portfolio Seminar	1			
	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
COMM 112	Announcing	3	COMM 115	Group Communication	3
COMM 111	Speech	3	COMM 125	Audio Production	3
COMM 127	Graphic Design	3	COMM 137	Mobile and Emerging Media Production	3
ENGL 121	Freshman Composition	3		Kinesiology GE Requirement	1
KINT 112	Whole-Person Wellness	2		Mathematics GE Curriculum Guide	3
	Kinesiology GE Requirement	1		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 241	Public Relations	3	COMM 270	Social Media Strategy	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 237	Video Production I	3
	History GE Requirement	3		COMM 332 or COMM 351	3
	Literature GE Requirement	3	COMM 361	Media Writing II	3
	Religion GE Requirement	3		Elective Course for 120	3
	Social Science GE Curriculum Guide	3		Sub-Total Credits	15
	Sub-Total Credits	15			
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
	Elective Course for 120	3		Elective Course for 120	3
	Religion GE Requirement	3		Elective Course for 120	3
	Sub-Total Credits	15		Sub-Total Credits	13