

B.S. Communication Concentration in Online Media

2023-24

WEBSITE

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

DEPARTMENT PERSONNEL

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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, and 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.



Communication Core

Item #	Title	Credits
COMM 112	Announcing	3
COMM 125	Audio Production	3
COMM 127	Graphic Design	3
COMM 137	Mobile and Emerging Media Production	3
COMM 224	Photography	3
COMM 237	Video Production I	3
COMM 261	Media Writing I	3
COMM 270	Social Media Strategy	3
COMM 335	Persuasion	3
COMM 343	Visual Communication	3
COMM 361	Media Writing II	3
COMM 431	Media Law and Ethics	3
COMM 481	Senior Portfolio Seminar	1
	Sub-Total Credits	37

Choose COMM 332 or COMM 351

Item #	Title	Credits
COMM 332	Media Management	3
COMM 351	Advertising	3
	Sub-Total Credits	3

Online Media Concentration

Item #	Title	Credits
COMM 333	Narrative Writing	3
COMM 340	Script Writing	3
COMM 422	Media Writing III	3
COMM 424	Writing and Editing	3
	Sub-Total Credits	12

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
COMM 112	Announcing	3
COMM 125	Audio Production	3
COMM 127	Graphic Design	3
ENGL 121	Freshman Composition	3
KINT 112	Whole-Person Wellness	2
	Sub-Total Credits	14

First Year Second Semester

Item #	Title	Credits
COMM 137	Mobile and Emerging Media Production	3
	Fine Arts GE Requirement	3
	Kinesiology GE Requirement	1
	Mathematics GE Curriculum Guide	3
	Religion GE Requirement	3
	Sub-Total Credits	13

Second Year First Semester

Item #	Title	Credits
COMM 224	Photography	3
COMM 270	Social Media Strategy	3
ENGL 220	Research Writing	3
	Kinesiology GE Requirement	1
	Life and Physical Science GE Requirement	4
	Religion GE Requirement	3
	Sub-Total Credits	17

Second Year Second Semester

Item #	Title	Credits
COMM 237	Video Production I	3
COMM 335	Persuasion	3
	History GE Requirement	3
	Life and Physical Science GE Requirement	4
	Literature GE Requirement	3
	Sub-Total Credits	16

Third Year First Semester

Item #	Title	Credits
COMM 111	Speech	3
	COMM 332 or COMM 351	3
COMM 343	Visual Communication	3
COMM 261	Media Writing I	3
	History GE Requirement	3
	Sub-Total Credits	15

Third Year Second Semester

Item #	Title	Credits
COMM 333	Narrative Writing	3
COMM 361	Media Writing II	3
	Elective Course for 120	3
	Religion GE Requirement	3
	Social Science GE Curriculum Guide	3
	Sub-Total Credits	15

Fourth Year First Semester

Item #	Title	Credits
COMM 340	Script Writing	3
COMM 424	Writing and Editing	3
	Elective Course for 120	3
	Elective Course for 120	3
	Religion GE Requirement	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
COMM 422	Media Writing III	3
COMM 431	Media Law and Ethics	3
COMM 481	Senior Portfolio Seminar	1
	Elective Course for 120	3
	Elective Course for 120	3
MKTG 350	Consumer Behavior	3
	Sub-Total Credits	16

June 2023

Southwestern Adventist University—Office of Academic Administration