

## B.S. Communication Online Media emphasis

2020-21

### WEBSITE

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

### DEPARTMENT PERSONNEL

#### *Chair*

Richard Brett Hadley, M.F.A

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### LOCATION

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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.



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 237	Video Production I	3
COMM 261	Media Writing I	3
COMM 270	Social Media Strategy	3
COMM 332	Media Management	3
COMM 335	Persuasion	3
COMM 343	Visual Communication	3
COMM 351	Advertising	3
COMM 361	Media Writing II	3
COMM 424	Writing and Editing	3
COMM 431	Media Law and Ethics	3
COMM 451	Communication Theory	3
COMM 481	Senior Portfolio Seminar	1
	B.S. Online Media Cognates	6
	Sub-Total Credits	55

## 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 110	Communication Media	3
COMM 125	Audio Production	3
COMM 127	Photo and Graphic Editing	3
ENGL 121	Freshman Composition	3
UNIV 111	Wellness for Life	2
	Sub-Total Credits	14

#### First Year Second Semester

Item #	Title	Credits
COMM 137	Media Techniques	3
	Fine Arts GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1
	Mathematics GE Curriculum Guide	3
	Religion GE Curriculum Guide	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 Curriculum Guide	1
	Life and Physical Science GE Curriculum Guide	4
	Religion GE Curriculum Guide	3
	Sub-Total Credits	17

#### Second Year Second Semester

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

#### Third Year First Semester

Item #	Title	Credits
COMM 111	Speech	3
COMM 332	Media Management	3
COMM 343	Visual Communication	3
COMM 261	Media Writing I	3
	History GE Curriculum Guide	3
	Sub-Total Credits	15

#### Third Year Second Semester

Item #	Title	Credits
COMM 351	Advertising	3
COMM 361	Media Writing II	3
	Electives for 120	3
	Religion GE Curriculum Guide	3
	Social Science GE Curriculum Guide	3
	Sub-Total Credits	15

#### Fourth Year First Semester

Item #	Title	Credits
COMM 424	Writing and Editing	3
	Electives for 120	3
	Electives for 120	3
MKTG 343	Principles of Marketing	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

#### Fourth Year Second Semester

Item #	Title	Credits
COMM 431	Media Law and Ethics	3
COMM 451	Communication Theory	3
COMM 481	Senior Portfolio Seminar	1
	Electives for 120	3
	Electives for 120	3
MKTG 350	Consumer Behavior	3
	Sub-Total Credits	16

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