



Major in Communication, B.A.

(Emphasis in Advertising & Public Relations)

2017-2018

Additional Sources of Information

WEBSITE:

www.swau.edu

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Southwestern Adventist University's Communication Department offers three emphasis areas of study: 1) Advertising & Public Relations, 2) Journalism, 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, journalism, advertising, and public relations, including photography and social media. Communication majors receive hands-on experience in our Mac Lab, 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

Although this will vary widely by region and position, the most notable salary improvement in recent years is for grads with degrees in business or communication. Both groups are seeing a 2.2 percent annual salary uptick thus far. This salary improvement is ahead of computer sciences, education, engineering, health sciences, humanities/social sciences, and math & sciences.

Educational Qualifications

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.

General Education Requirements

To view general education requirements for this major please visit catalog.swau.edu/Undergraduate/2017-2018.



COMM 110 Communication Media 3
COMM 115 Discussion Techniques *or*
COMM 137 Media Techniques..... 3
COMM 127 Photo and Graphic Editing..... 3
COMM 224 Photography..... 3
COMM 241 Public Relations..... 3
COMM 261 Reporting I..... 3
COMM 335 Persuasion *or*
COMM 343 Visual Communication..... 3
COMM 351 Advertising..... 3
COMM 431 Media Law and Ethics *or*
COMM 451 Communication Theory..... 3
COMM 442 Applied Advertising and PR 3
COMM 481 Senior Portfolio Seminar..... 1

TOTAL: 31

NOTE: The B.A. degree requires an intermediate foreign language and a minor.

SAMPLE FOUR-YEAR SCHEDULE

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	COMM 110—Communication Media.....3 COMM 127—Photo and Graphic Editing3 Foreign Language Course (Beginning).....4 ENGL 121—Freshman Composition.....3 UNIV 111—Wellness for Life2 TOTAL15	COMM 111—Speech3 COMM 115—Discussion Techniques.....3 COMM 137—Media Techniques3 MATH 110—College Algebra3 Foreign Language Course (Beginning).....4 TOTAL16
<i>Second Year</i>	COMM 241—Public Relations3 ENGL 220—Research Writing.....3 Foreign Language Course (Intermediate).....3 Life Science Elective.....4 CSIS—Computer Science Elective.....3 KINA Activity Elective1 TOTAL17	COMM 201—Communication Research1 COMM 224—Photography3 COMM 261—Reporting I.....3 Religion Elective3 Foreign Language Course (Intermediate).....3 Physical Science Elective.....4 TOTAL17
<i>Third Year</i>	COMM 343—Visual Communication3 Literature Elective3 History/Social Science Elective3 KINA Activity Elective1 Religion Elective3 Fine Arts Elective3 TOTAL16	COMM 335—Persuasion3 COMM 351—Advertising.....3 COMM 451—Communication Theory.....3 Religion Elective3 History/Social Science Elective3 TOTAL15
<i>Fourth Year</i>	COMM 442—Applied Advertising and PR.....3 Religion Elective (Upper Division).....3 History/Social Science Elective3 Elective3 Elective (Upper Division).....3 TOTAL15	COMM 431—Media Law and Ethics3 COMM 481—Senior Portfolio Seminar1 Electives6 Electives (Upper Division)6 TOTAL16