



Major in Communication, B.A.

(Emphasis in Journalism)

2017-2018

Additional Sources of Information

WEBSITE:

www.swau.edu

DEPARTMENT CONTACTS:

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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 112 Announcing *or* 3
COMM 127 Photo and Graphic Editing 3
COMM 137 Media Techniques 3
COMM 224 Photography 3
COMM 261 Reporting I 3
COMM 335 Persuasion *or* 3
COMM 343 Visual Communication 3
COMM 361 Reporting II 3
COMM 383 Editorial Techniques 3
COMM 422 Writing for Publication 3
COMM 431 Media Law and Ethics *or* 3
COMM 451 Communication Theory 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 Editing 3 ENGL 121—Freshman Composition 3 UNIV 111—Wellness for Life 2 Foreign Language Course (Beginning) 4 TOTAL 15	COMM 111—Speech 3 COMM 112—Announcing 3 COMM 137—Media Techniques 3 MATH 110—College Algebra 3 Foreign Language Course (Beginning) 4 TOTAL 16
<i>Second Year</i>	COMM 261—Reporting I 3 ENGL 220—Research Writing 3 CSIS—Computer Science Course 3 Foreign Language Course (Intermediate) 3 Life Science Elective 4 KINA Activity Elective 1 TOTAL 17	COMM 224—Photography 3 Literature Elective 3 Religion Elective 3 Foreign Language Course (Intermediate) 3 Physical Science Elective 4 TOTAL 16
<i>Third Year</i>	COMM 343—Visual Communication 3 COMM 361—Reporting II 3 COMM 383—Editorial Techniques 3 KINA Activity Elective 1 Religion Elective 3 History/Social Science Elective 3 TOTAL 16	COMM 451—Communication Theory 3 Fine Arts Elective 3 History/Social Science Elective 3 Religion Elective 3 Elective (Upper Division) 3 TOTAL 15
<i>Fourth Year</i>	COMM 422—Writing for Publication 3 Religion Elective (Upper Division) 3 Elective 3 Electives (Upper Division) 6 TOTAL 15	COMM 431—Media Law and Ethics 3 History/Social Science Elective 3 Electives 6 Electives (Upper Division) 3 TOTAL 15